AGENDA
Breckenridge Events Committee
Wednesday, Nov 1, 2023
9am-10am
Virtual
Right event, right time, right result

I.   Call to Order
   a   Committee Member Roll Call - *Michele, Chair*
   b   Approval of minutes from October 4, 2023 Meeting

II.   Upcoming Events
   a   11.20-12.2   Boy Scout Tree Sale Fundraiser
   b   12.2.23   Lighting of Breckenridge & Race of the Santas
   c   12.7.23   60th Anniversary of Ullr Fest

III.   General Updates and Discussions
   a   Update on Vice Chair Applications - Jon
   b   Review 2024 Event Dates
   c   Holiday Sleigh Rides @ Gold Run – Jon

IV.   Review Past Events
   a   10.7.23   Breckenridge Road Marathon
   b   10.11.23   RWB Open House
   c   10.14.23   DDLM
   d   10.31.23   Wellington Halloween

V.   Review Agenda Items for next BEC Meeting – Dec 3, 2023

VI.   Public Comments

VII.   Adjourn

The Breckenridge Events Committee evaluates events against four strategic goals:
- **Build Business -** An event designed to drive revenue for greater business community.
- **Branding/Media -** An event designed to draw external media (national & international) promoting the Breckenridge brand.
- **Fundraising -** An event designed to raise awareness and funding for a non-profit organization's mission.
- **Resident Focused -** An event designed specifically for residents vs. an event more broadly marketed to visitors and residents.

LINK TO SEPA CALENDAR
https://calendar.google.com/calendar/u/0?cid=cmN0NTI3bnUwZ2dpZjE2azRyY2ttaGF2cW9AZ3JvdXAuY2FsZW5kYXIuZ29vZ2xlLmNvbQ