

AGENDA
Breckenridge Events Committee
Wednesday, Dec 6, 2023
1pm-2pm
Virtual
Right event, right time, right result

I. Call to Order

- a Committee Member Roll Call - *Michele, Chair*
- b Approval of minutes from Nov 1, 2023 Meeting

II. Upcoming Events

- a 12.7.23 60th Anniversary of Ullr Fest
- b International Snow Sculpture Competition @ Tiger Dredge Lot
 - 1.15-19.24 Tech Week / Build Blocks
 - 1.22-26.24 Comp Week / Carving
 - 1.27-31.24 Viewing
- c 2.23-25.24 The Breckebeiner Nordic Race @ Gold Run Nordic Center

III. General Updates and Discussions

- a Vice Chair Vote - Jon
- b Update on Robin the Trash Guy
- c Breck Bike Week – Jon

IV. Review Past Events

- a 11.20-12.2 Boy Scout Tree Sale Fundraiser
- b 12.2.23 Lighting of Breckenridge & Race of the Santas

V. Review Agenda Items for next BEC Meeting **Wed Jan 10, 2023 (in-person @ Town Hall Lower Conference Room)**

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>

Minutes
Breckenridge Events Committee
Wednesday, Nov 1, 2023
Right event, right time, right result

Attending: Michele Chapdelaine, Kelly Owens, Shannon Haynes, Jon Dorr, Lucy Kay, Neal Kerr, Carrie Benefiel, Dave Feller, Andy Banas. Cate McCluskie

Guests: Sarah Wetmore, Majai Bailey, Ashley Zimmerman, Hayden Van Andel, Melsissa Andrews, Hayden van Andel, Thomas Messersmitt, Tessa Breder, Rob Byam, Julie Rathke

I. Call to Order

- a** Michele Chapdelaine called the meeting to order at 9:01am.
- Committee Chair took roll call.
 - A motion was made to approve the October 4, 2023, Meeting Minutes.
- M/S/P**

II. Upcoming Events – Committee members reviewed upcoming events and had no concerns.

a 11.20-12.2 Boy Scout Tree Sale Fundraiser

b 12.2.23 Lighting of Breckenridge & Race of the Santas

- Schedule of Events:
 - 12:00PM – 8:00PM - HANDMADE HOLIDAY MARKET by BCA
 - 3:00pm -6:00pm Toy Drive in BRP
 - 3:30pm - Holiday Dog Parade
 - 4:00pm - Moose March
 - 4:20pm - Race of the Santas – anticipating similar footprint as last year.
 - 5:00pm Lighting of Breckenridge

c 12.7 - 9.23 60th Anniversary of Ullr Fest

- Schedule of Events:
 - Thursday
 - Helmet decorating party @ Ready Paint Fire.
 - 3:30pm crowning of Ullr King and Queen. Nominations are currently live.
 - 4pm World's Longest Shotski unofficial world record breaking attempt on Main St. hosted by Rotary and Breck Distillery.
 - 4:30pm Ullr Parade. In honor of Ullr Fest 60th anniversary doubling parade prize money; \$2,000 for 1st place, \$1,500 for 2nd place and \$1,000 for 3rd place. Currently have 7 floats registered.
 - Friday
 - Harford Ski Spectacular @ Breck Ski Resort and Ullr Comedy Night @ RWC.
 - Saturday
 - Winter Ice Skating Show at Stephen C. West Ice Arena and High Country Concert Band @ RWC.

III. General Updates and Discussions

a Update on Vice Chair Applications

- Position was posted Oct 6 with Spanish translation. Applications will be accepted through Friday Nov 3. Goal to fill with another committee member at large. Town will convene a small selection panel to oversee review and interview process. Goal to have filled for Dec meeting.

b Review 2024 Event Dates

- The Committee reviewed calendar of 2024 event dates and had no concerns at this time. Timing of events appears to be largely the same as prior years. The Committee will continue to review as new events come in.

c Holiday Sleigh Rides @ Gold Run Nordic Center

- Sleigh Rides have historically been run out of Gold Run Nordic Center. The Town is currently working with the event producer to agree on an appropriate amount of animation.

d The Quench Buggy water refill station Town purchased for events has arrived. Next step will be to address branding.

e Robin the Trash Guy

- Discussion about bringing Robin the Trash Guy to Breckenridge - stemming from a meeting with Launch Media around single use plastics campaign for Town. Suggestion that it would be make campaign more impactful to have an interactive component. Robin offers a visual demonstration of the trash produced by an individual over 30 days by wearing a suit made of his personal trash accumulated over that time frame. Robin's cost is \$10K for a day. Money goes directly to educational non-profit organizations.
- Concern around the cost effectiveness of one day. The committee felt that a single day might not allow for enough touch points to justify expense. Something with more longevity might be more impactful.
 - Resources about Robin the Trash Guy.
 - a. [Trash Me - 30 Days of Wearing My Trash - Robin Greenfield](#)
 - b. <https://youtu.be/Xay1YKpu6Nk?si=eajyV5rGnaKeQ8N2>

IV. Review Past Events – Note SEPA Group will meet Nov 7 to review event October events.

- a 10.7.23 Breckenridge Road Marathon – No concerns voiced at this time. Still pending SEPA Group Review.
- b 10.11.23 RWB Open House – no concerns.
- c 10.14.23 DDLM – EFS did not go out on schedule so Barney Ford Lot was not closed on time. Town Staff made a last-minute pivot to switch location to Blue River Plaza. Both dance performance in plaza and activation in Old Masonic Hall saw strong attendance.
- d 10.31.23 Wellington Halloween – No concerns voiced at this time. Still pending SEPA Group Review.

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

- a Update on Robin the Trash Guy
- b Breck Bike Week.

VI. Meeting formally adjourned at 9:35am.

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