

## Notes from the Part-Time Residents Advisory Board

The PTRAB enjoyed a lengthy March 9, 2009 meeting conducted via conference call with George Bletsas chairing the meeting from Snowmass Village. Our guests were six members of the TOSV Marketing Department staff and Marketing, Special Events, and Group Sales Board, including Susan Hamley, Jim O'Leary, John Quigley, Robert Sinko and others. The role of the Part Time Residents Advisory Board in representing the interests and concerns of part-time residents has been made much easier by the responsiveness of town staff and citizen boards to our request for informational sessions such as this.

Susan Hamley's remarks focused on the organization of the marketing department and the goals her group has set for themselves for the next year. Her colorful power-point presentation is available for viewing on the PTRAB webpage (find us under Boards and Commissions on the TOSV website: <http://www.tosv.com/>). A highlight of the marketing presentation was the post-view and preview of the different ad campaigns her group has created to make Snowmass the come-to resort both for group sales and for individual family travelers. An on-line free-poster offer received 18,000 hits, or responses, suggesting the reach of the internet as an effective new medium for marketing.

Susan walked us through both the bad news and the good – bookings are down, way down for some months, but on the whole Snowmass itself and Snowmass/Aspen together have enjoyed considerably healthier numbers than most other North American ski resorts. Susan and her panel emphasized the critical importance of group sales and conference bookings for Snowmass's economy. The uncertainty over the past few years about the availability of Snowmass's conference facilities has greatly impeded near-term and future conference bookings, and the marketing staff has been challenged to get the word out that Snowmass is open for conference bookings through Spring 2011. An urgent matter is to secure assurances that the conference center will be available for booking through 2013 or even 2015, urgent because conferences and group sales are the cornerstone of this resort economy.

Part-time residents were asked to help the town by letting Susan and the Marketing Department know about organizations and professional groups who might find Snowmass an attractive conference site. So, Part-Timers, comb through your professional organizational networks and share them with Susan ([shamley@tosv.com](mailto:shamley@tosv.com)). Let's get the word out that Snowmass Village is THE place for conferences.

Before ending our conference call, Mel Blumenthal updated the Board on the recent shifts in leadership at Related/WestPac. Certainly the experience of PTRAB has been that Pat Smith and the other officers of R/WP have always been extraordinarily responsive to the Board in meeting with us at our request with updates and projections of future plans in the Village. We anticipate continued cooperation from Dwayne Romero and the other principals and look forward to having them as guests in an upcoming conference call.

PTRAB Members: John Barrett, George Bletsas, Mery Claire Butler, Colleen Doyle, Greer Fox, and Mel Blumenthal.