



# EAGLECREST SALES AND MARKETING COMMITTEE

May 6, 2026 at 12:00 PM

Zoom Webinar

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<https://juneau.zoom.us/j/88555371873> or 1-253-215-8782 Webinar ID: 885 5537 1873

- A. ROLL CALL
- B. APPROVAL OF AGENDA
- C. APPROVAL OF MINUTES
- D. PUBLIC PARTICIPATION
- E. AGENDA TOPICS
  - 1. Summer marketing plans and scheduled posts
  - 2. Payment plan promotion
  - 3. Snowsports program release dates and marketing strategy
  - 4. Maintaining consistent social media posting to support algorithm reach
  - 5. Reintroducing social media comments
  - 6. Season pass sales strategy
  - 7. Summer events
  - 8. Supportive fundraising efforts with the foundation
  - 9. Building summer revenue awareness
  - 10. Preliminary pricing discussion prior to Finance Committee review
- F. BOARD OF DIRECTORS' COMMENTS AND QUESTIONS
- G. NEXT MEETING DATE
- H. ADJOURNMENT