

**TOWN OF KEYSTONE  
Summit County, Colorado**

**RESOLUTION 2025-24**

**A RESOLUTION OF TOWN COUNCIL OF THE TOWN OF KEYSTONE,  
COLORADO, ESTABLISHING THE MARKETING COMMITTEE**

WHEREAS, the Town of Keystone (“Town”) is a home rule municipal corporation created pursuant to Article XX of the Colorado Constitution; and

WHEREAS, Section 9.2, Article IX of the Town of Keystone Home Rule Charter outlines membership for boards, commissions, and committees assist the Town Council in planning the development of the Town; and

WHEREAS, Ordinance No. 2024-O-11 established the process for creating Town boards and committees, and was subsequently amended by Ordinance No. 2025-O-03 to require the Town Council to set membership by resolution; and

WHEREAS, the Town Council recognizes the value of a coordinated marketing strategy to promote tourism, events, and business growth within the Town of Keystone; and

WHEREAS, the Town Council desires to formally establish a Marketing Committee to support and advise on matters related to marketing efforts for the Town.

**Now, Therefore, be it Resolved by the Town Council of the Town of Keystone, Colorado, that:**

Section 1. The Marketing Committee is hereby established as an official advisory committee of the Town of Keystone.

Section 2. The Marketing Committee shall consist of eight (8) regular members, all of whom shall be appointed by the Town Council. The intent is that members are marketing professionals or individuals with marketing experience, particularly within the context of local business. In addition, up to two members of the Town Council shall serve in a non-voting, advisory capacity.

Section 3. The duties of the Marketing Committee shall include, but not be limited to:

- Develop and refine the Town’s proposed marketing plan; and
- Providing guidance on visual branding elements to ensure consistency and alignment with the Town’s identity; and
- Participate in an advisory role in other marketing activities; and
- Advise the Town Council on the development of a Destination Marketing Organization or similar organization.

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Section 4. The Town Council shall appoint the first members of the Marketing Committee by separate resolution following advertisement and acceptance of applications.

Section 5. The Town Council may dissolve the marketing committee by resolution.

Section 6. This Resolution shall take effect upon adoption.

**ADOPTED by a vote of 7 in favor and 0 against, this 8th day of July 2025.**

Signed by:  
By: Kenneth D. Riley  
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Kenneth D. Riley, Mayor

ATTEST:

Approved as to Form:

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By: Madeline Siebo  
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TOWN CLERK

Signed by:  
By: Jennifer Madsen  
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Town Attorney