



Glenwood Springs Tourism Promotion Board Meeting
Thursday, July 14, 2016, 2:00-4:00 p.m. Location: Glenwood Springs City Hall

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
 Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
 Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
 Dorian Ciolek, Best Western Antlers – Lodging
 Jeremy Gilley, Glenwood Hot Springs – Lodging
 Ken Murphy, Glenwood Adventure Company – Tourism
 Samantha Montgomery, PR Studio – Citizen/Resident
 Suzanne Stewart – GSCRA Board Representative
 Troy Hawks, Sunlight Mountain Resort – Citizen/Resident
 Steve Davis – City Council Representative

Tourism Board Members Present	Tourism BOD Absent	GSCRA Staff Present	Guests Present
Trent Blizzard Krissy Clary Nancy Heard Dorian Ciolek Troy Hawks Samantha Montgomery Suzanne Stewart	Ken Murphy Jeremy Gilley Steve Davis, City Council Cristin Barta, Staff	Lisa Langer	Benjamin Rasmusen, Volpe Kay Hopkins, USFS Paula Peterson, USFS Vicky Nash, Resort Trends Karin Gamba, Resort Trends

2:02 p.m., Meeting was called to order by Trent Blizzard, Chair.

There were no declarations of conflicts of interests.

Approval of Minutes — June 9, 2016 Tourism Promotion Board Meeting. Krissy Clary moved to approve the board retreat minutes. Troy Hawks seconded and the motion carried.

Hanging Lake Update – Ben Rasmusen with the Volpe, National Transportation Systems Center gave an overview of his background and participation in the Hanging Lake reorganization/mitigation project. He introduced Kay Hopkins and Paula Peterson from the White River National Forest, who have also been instrumental in these planning discussions. Ben started his presentation by showing a graph of Hanging Lake usage. In July of 2015, there were over 30,000 hikers on the Hanging Lake Trail, roughly 1,000 per day. 1,200 is the one-day max they have recorded at this site. This creates a number of issues including: crowding on the trail, queuing at bottle neck areas causing widening of the trail, public safety concerns with emergency services agencies having difficulties getting to injured hikers due to overcrowded parking lot, and of course the impacts to the natural resource itself.

To achieve its goals, the Volpe has pulled in partners for stakeholder meetings. They have conducted a number of public meetings to get input on proposed plans to the attraction. Every year for the past several, there have been capacity reports conducted on the trail. Each year shows increased usage. There is currently an intercept study being conducted at the site, which will capture input from visitors after the completion of their hikes.

Transportation Operations Plan – the capacity study was just completed. Its purpose was to come up with different visitation levels to simulate what type of impacts they may have on visitors' experience as well as on the trail and the lake. They looked at 4 scenarios that compared actual capacity numbers, slightly restricted and environmentally sensitive restrictions. Then these scenarios were mapped out using assumptions such as: operating hours 7 am – 5 pm, May – November as peak season, average number of people per vehicle, and bicyclists at about six percent. They saw that on unmanaged days there was a very high peak mid-day. On managed days (forest service employees present) the peak level is spread out

over the course of the afternoon. Under the created scenarios, the goal was to plateau that peak thus providing a planning mechanism to help provide a safer and more enjoyable experience for everyone. A couple of months ago, Ben presented this to City Council and they were in favor of taking the level down to the environmentally sensitive model. Ben said that would probably not be as economically sensible from a tourism business perspective. The slight restrictions model is a better fit and is where the Volpe/USFS would like to start.

Ben then showed a video with photo simulations to simulate the experience of each of these 4 scenarios. In conclusion, it is apparent that each scenario has different impacts upon visitors and the site itself. Once it is determined what a safe capacity will be, it will be easier to plan for it and also anticipate what conditions will be for first responders in emergency situations.

The visitor transportation survey will help gain knowledge as to traffic patterns, economic impacts of the surrounding communities, and what the visitor feels is appropriate in terms of capacity on the trail and at the lake. They are taking up to 100 surveys per day, both during weekdays and weekends (with and without USFS on site). This will help them flesh out how to go forward with development of the transportation operations plan. They may implement shuttle service from RFTA or private outfitters. There is also a timed entry system that has been implemented by a couple of other US forest service sites. There may also be a USFS fee implemented to sustain forest service presence at the site. Solutions for Hanging Lake will not be complete until 2018. Aaron Mayville, District Ranger, Eagle-Holy Cross, White River National Forest will make the final recommendation.

Trent gave kudos to Volpe and USFS, explaining to the board that management of Hanging Lake started out as a very daunting task and now there is light at the end of the tunnel with the initial issues such as joint property ownership being put to rest. These solutions are such a relief and show the dedication and progress of this process over the past few years.

Marketing Update – Lisa Langer updated on the following:

- Lisa presented the 2nd Quarter Dashboard that Cristin Barta put together before she left for training. She also included the online and digital advertising. She explained that display ads are reminders and likened them to radio ads (top of mind awareness).
- City Council approved both the board's requests for tourism promotion reserve funds. Cristin attended the city council meeting on July 7 for clarification after these two requests were pulled from the consent agenda. 1. \$57,500 for the AirSage Visitor Analysis and Research Study (Lisa told the board AirSage sweetened our deal to 12 months of data for signing the contract by June 30). 2. \$25,000 for the 5-part Colorado Public Television series on Glenwood Springs.
- Lisa gave an IPW report, explaining that there were close to 350 one-on-one appointments from 48 countries in the Colorado booth. The hot springs loop was a big hit because it is an itinerary. Colorado is considered a safer destination due to increased threats in Europe. Lisa told the group that Vicky Nash is the coordinator (task master) for the Colorado Historic Hot Springs Loop group.
- Media placement in various publications was then discussed including 5280, Ride Texas, Leisure Group Travel, Colorado Parent, and the Post Independent. Media visits included AAA High Roads (AZ) film crew, Publisher of Parker Lifestyle magazine (Denver area), and two Japanese journalists. Vicky added that we have upcoming media visits including National Geographic, Channel 2 News Denver, and a Japanese Journalist.
- Jon Schallert has been contracted for October 18 for a Destination Glenwood Springs workshop. Lisa asked that the board approve transfer of funds within the budget from the advertising line item to the consultants' line item to cover the cost of this event.

Trent Blizzard moved that \$5,000 be reallocated within the 2016 tourism promotion budget from the advertising line item (code 7280) to the consultant line item (code 8200) for the Jon Schallert workshop on October 18, 2016.

Samantha Montgomery seconded and the motion carried unanimously.

- Lisa then briefly discussed the June 30, 2016 actual to budget report. The 2016 yearend projections and 2017 preliminary budget figures have already been sent to Charles Kelty, City Finance Officer. Lisa and board treasurer Nancy Heard will meet next week to go over the 2017 projected budget.

Respectfully Submitted,
Lisa Langer
VP of Tourism Marketing