



**Glenwood Springs Tourism Promotion Board**

**Vision: *Be the preferred regional tourism destination.***

**Mission: *To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.***

**AGENDA**

**Thursday, February 13, 2020**

**2:00 AM – 4:00 PM**

**Location: City Hall, 3<sup>rd</sup> Floor Training Rm, Glenwood Springs**

**2:01 PM ~ Call Meeting to Order:** Trent Blizzard, Chair

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board meeting minutes of January 8, 2020.**

**2:03 PM ~ Website Stats (TX, Blogs, HL, Trends)** – Marlene Neidert, Tourism Promotion Project Manager

**2:20 PM ~ City Council, DDA, Tourism Promotion Ad Hoc Committee** – Suzanne Stewart & Angie Anderson, GSCRA President & CEO

**2:35 PM ~ Department Updates – Marlene & Lisa**

- Jan. 9-12 - International Sportsmen's Expo, Colorado Convention Center, Denver
- Jan. 26-28 – German individual media FAM – Angelika Walters
- Jan. 27 – TIAC annual meeting and Legislative Reception, Sheraton, Denver
- Jan. 29 – IMBA announcement of Gold-Level Ride Center for Roaring Fork Valley
- Jan. 30 – GSCRA Board Planning Session, Aspen Glen
- Jan. 31-Feb.1 – AAA Travel Expo, Mile High Stadium, Denver
- Launch of 2020 Peak Season Hanging Lake reservations on VisitGlenwood.com
- Feb. 4-6 – Tourism Best Practices presentation at WACE - Western Association of Chamber Executives, Portland, OR
- We launched & completed a successful National Plan your vacation day campaign.
- Working on finalizing creative for the 2020 media plan, refining the content plan & optimizing media buys and Google ads.
- In the process of creating the 20/21 official travel guide.

**3:00 PM ~ City Council Presentation** – has been set for March 19. We have less than 10 mins.

**3:05 PM ~ Board/Staff Roundtable (Updates)**

**3:15 PM ~ Adjournment**

**Next Meeting: March 12, 2-4 PM**

**City Hall, 3<sup>rd</sup> Floor Training Rm, Glenwood Springs**