



**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**

**Monday, April 27, 2020**

**11:00 AM – 12:00 PM**

**Virtual Meeting via ZOOM:** Join Zoom Meeting

<https://zoom.us/j/92681152541?pwd=YXFYm5NOTRWd3ZjTS1xbGIRV2NsQT09>

Meeting ID: 926 8115 2541 Password: 910273

OR By phone: +1 253 215 8782 US or +1 301 715 8592 US

Same Meeting ID & Password as above.

**11:01 AM ~ Call Meeting to Order:** Trent Blizzard, Chair

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board February 13 meeting minutes and conference call minutes of March 12, 2020.**

**11:03 AM ~ Road to Tourism Recovery** – presentation of the Visit Glenwood Springs plan by Lisa Langer, Director of Tourism Promotion

**11:20 AM ~ Summer Stimulus Campaign** – Marlene Neidert, Tourism Promotion Project Manager & Lisa Langer with presentation of this promotion and discussion by board, including possible request of TPF reserves to help fund it.

**11:45 AM ~ Department Updates** – Lisa & Marlene

- Reschedule Campaign highly successful!  
<https://visitglenwood.com/blog/2020/03/reschedule-and-win/>
- Spring media buys were paused in March. The creative was revamped for soft-sell, inspiration and summer planning. New timeline for launch is March 20 (changed from May 1st). This delay is in part due to the city's closure of short-term lodging through May 7 and the forest service's closure of all managed trails, campgrounds and facilities through May 31.
- Bottom-up regional approach to facilitate re-opening of lodges, attractions and restaurants.
- 20/21 official travel guide has been delivered. Distribution through four companies will begin in May and shipments to CO Welcome Centers will happen as soon as those facilities reopen. Check it out and download at this link:  
<https://visitglenwood.com/request-official-travel-guide/>
- City Council Presentation has been postponed until a later date.

**12:00 PM ~ Adjournment**

**Next Meeting: May 14, 2-4 PM - \*If not at City Hall, 3<sup>rd</sup> Floor Training Rm, Glenwood Springs, \*then it will be virtual.**