



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, May 14, 2020

2:00 PM – 4:00 PM

Via Zoom Virtual Meeting -

<https://us02web.zoom.us/j/86160919951?pwd=bitJZm9MVIBWZ3dhd0Z4ZWR3U2h2dz09>

or by phone: 1 346 248 7799 - Meeting ID: 861 6091 9951 - Password: 932220

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

Declarations of Conflicts of Interest

Approval of Tourism Promotion Special Board meeting minutes of April 27, and Summer Stimulus minutes of May 12, 2020.

2:05 PM ~ Summer Stimulus Campaign - Lisa Langer, Director of Tourism Promotion

2:15 PM ~ Garfield County Efforts & Industry Leaders Task Force - Lisa and Angie Anderson, President & CEO Glenwood Springs Chamber Resort Association

2:25 PM ~ Social Media Campaign Updates/New Features! - Marlene Neidert, Tourism Promotion Project Manager

2:40 PM ~ Department Update – Lisa Langer and Marlene Neidert

- **CTO Funding Support**
- **Hanging Lake** protocol and communications
- **First Quarter Dashboard**
- **AmericArt Documentary** – Launch of trailer
<https://www.youtube.com/watch?v=nGXUxnE7WgM> - Film will be out later this summer/fall

3:00 PM ~ Tourism Partner Outreach – Nancy Heard, Treasurer

3:20 PM ~ Board/Staff Roundtable (Updates)

3:30 PM ~ Adjournment

Next Meeting: June 11, 2-4 PM

City Hall, 3rd Floor Training Rm, Glenwood Springs (Let us hope!)