



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, December 10, 2020

2:00 PM – 4:00 PM

**In-Person Location: Morgridge Commons, 815 Cooper Ave. 2nd Floor, Glenwood Springs
(Due to COVID-19, the in-person meeting space will be limited to board and staff members)**

For the public and those board members who wish to call in, please join us via Zoom Virtual Meeting at the link or phone number below:

Join Zoom Meeting

<https://us02web.zoom.us/j/83793446214?pwd=Q0ZvVTZJcjZiZzN4VGFDVjVWcmNjQT09>

Meeting ID: 837 9344 6214 Passcode: 514522

Or join by phone: +1 408 638 0968 US or +1 253 215 8782 US

2:02 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes of November 12, 2020

2:10 PM ~ Glenwood Gold County Report – Lisa Langer, Director of Tourism Promotion

2:15 PM ~ 2021 Media Plan & BIG 2021 Campaign – Marlene Neidert, Tourism Promotion Project Manager

2:25 PM ~ 2021 Marketing Plan – Lisa Langer, Board Approval Requested

2:30 PM ~ Rocky Mountaineer Update – Lisa Langer

2:35 PM ~ Spreading Holiday Cheer - Glenwood Style Update – Marlene Neidert

2:40 PM ~ Top 10 List... (Reasons Why We'll Miss Marlene 😞) – Marlene Neidert

2:55 PM ~ Board Roundtable

3:15 PM ~ Toasting Marlene's Departure with something sweet and decadent.

4:00 PM ~ Adjournment

Next Meeting: January 14, 2020, 2-4 PM

Whether in person or Virtual is yet to be determined.