



Glenwood Springs Tourism Promotion Board Meeting
February 13, 2020 – 2:00 p.m. - 4:00 p.m.
Location: City Hall, 3rd Floor Training Rm, Glenwood Springs

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – GSCRA Board Representative
 Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
 Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
 Scott Dyer, Best Western Antlers – Lodging
 Jeremy Gilley, The Hotel Colorado – Lodging
 John Goss, Glenwood Vaudeville Revue – Tourism
 Patrick Drake, Blue Sky Adventures – Citizen/Resident
 Suzanne Stewart, Retired - Citizen/Resident
 Sharon Brady, Cooper Wine and Spirits – Citizen/Resident
 Paul Stepp, City Council Representative / Rick Vorhees, CC Alternate

Tourism Board Present	Tourism BOD Absent	GSCRA Staff Present	Guests
Scott Dyer Trent Blizzard John Goss Suzanne Stewart Patrick Drake Nancy Heard Jeremy Gilley Rick Voorhees, <i>alternate for Paula Stepp - city council liaison</i>	Krissy Clary Sharon Brady	Lisa Langer Marlene Neidert Angie Anderson City Staff Present Jenn Ooton Matt Nuñez	Lindsey Lewis & Bri Hobie, Glenwood Hot Springs Resort

2:10 PM ~ Call Meeting to Order: Nancy Heard, Treasurer

There were no conflicts of interest.

*Approval of minutes was tabled until a quorum was present.

2:11 PM ~ Website Stats (TX, Blogs, HL, Trends) – Marlene Neidert, Tourism Promotion Project Manager

Marlene presented an overview of VisitGlenwood.com website analytics which tracked the impacts of the TX campaigns, blog performance and Hanging Lake reservations. She outlined visitor behaviors and trends. Following the presentation, some board members asked for a copy of the presentation. Marlene agreed to send via email.

2:30 PM ~ City Council, DDA Tourism Promotion Ad Hoc Committee – Suzanne Steward & Angie Anderson, GSCRA President & CEO

Angie reported that the Ad Hoc committee, formed by Charlie Willman through city council directive, met on January 13. The outcome of this meeting was that the Chamber will be convening the Community on the Move committee as soon as the city identifies the monetary goals and uses of new tax initiatives. Suzanne said she thought the committee was a good idea and helped serve the purpose of uniting the Downtown Development group and the Tourism Promotion board in working together for common goals.

Jenn Ooton, Assistant City Manager announced the Digital Town Hall meeting scheduled for the evening of March 10. More information will be coming.

2:35 PM ~ Trent Blizzard presided over the balance of the meeting.

*Nancy Heard moved to approve the Jan. 8 meeting minutes, Patrick Drake seconded, and the motion carried.

2:36 PM ~ Department Updates - Lisa Langer, Director of Tourism Promotion & Marlene Neidert

- Jan. 9-12 - International Sportsmen's Expo, Denver – this 4-day trade show offered an opportunity to visit one-on-one with many new CO residents as well as an eclectic group of attendees. Some who have been to GS and are planning another trip, some who have heard of us and want more info, and others who need vacation inspiration. We plan to participate with a booth again in 2021.
- Jan. 26-28 – German media FAM – Lisa, Marlene and Lindsey Lewis had an introductory breakfast with Angelika Walters, who visited GS for two nights following the ice-carving contest in Breckenridge. She writes for family and women-focused publications in Germany. Activities included: Hike to Hanging Lake with one of Ken Murphy's staff, soaking in both hot springs pool attractions, dinner with PR rep, Patsy Popejoy. Marlene reported that Angelika posted about her visit on Instagram.
- Jan. 27 – TIAC annual meeting and Legislative Reception– Lisa and Marlene attended. Lisa was elected to serve as past-president for another year.
- Jan. 30 – GSCRA Board Planning Session– very productive and included ideas/goals for improving communication & relationships with city council regarding the tourism promotion department/contract. Rick Voorhees agreed that the time was well spent, and that the facilitator kept us all on track.
- Jan. 31-Feb.1 – AAA Travel Expo, Denver – This 2-day expo featured 2500 seasoned travelers who attend to book trips and seek information about vacation destinations. We went through 600 brochures during the 10-hour show. We plan to attend in 2021.
- Feb. 4-6 – Tourism Best Practices presentation at Western Association of Chamber Executives, Portland, OR – Lisa presented to chambers that have tourism contracts. The session covered everything from relationship building to current marketing trends.
- Other dept. highlights: Launched the 2020 peak season HL reservations on Feb. 1, working on creative for the 2020 media plan, refining the web content plan, optimizing media & Google ads, and updating the 2020/21 official travel guide.

3:00 PM ~ City Council Presentation – Nancy Heard agreed to present at council on Thursday, March 19. This 10-minute max annual review. It will include stats like the ones Marlene presented today, plus an overview of creative already in the works for 2020. Trent Blizzard will also plan to attend to assist. Lisa will send a calendar invitation to the board.

3:05 PM ~ Board/Staff Roundtable (Updates) – Mayor Jonathan Godes asked if the TP Board would consider reviewing/discussed whether the community needs to look at development of a campground in South Canyon. This was brought up at the last Parks & Recreation commission meeting as a need. The board asked Lisa to put this item on the March board meeting agenda. *Other member highlights: Best Western Antlers has received the Chairman's Award which places them in the top 5% of N. Am. BWs, Symphony in the Valley's Great Gatsby night at Hotel CO – Feb. 28, Into the Woods production at Vaudeville through March 28, City will be showing the Kentucky Derby under the Bridge – May 2nd, City will be building a sustainability page on Cogs.us, Citizen's Alliance will have an art show to raise money and awareness in Bullock's basement - May 15, PBS Premiere party of the Fairy Caves episode – March 18 at Hotel Col, Brews & Views event at GCAP – May 30, Blue Sky will be celebrating its 45th year rafting with specials, CO Overlander is taking off with international guests.*

3:19 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion