



**Glenwood Springs Tourism Promotion Board Meeting
May 14, 2020 – 02:00 PM - 04:00 PM**

Location: City Hall, 3rd Floor Training Rm, Glenwood Springs

Online Zoom meeting due to COVID-19 restrictions (call-in information was publicly posted)

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

TPB Present	TPB Absent	Staff	Guests
Trent Blizzard Sharon Brady Patrick Drake Scott Dyer John Goss Krissy Clary Suzanne Stewart Christian Henny (in place of Jeremy Gilley) Paula Stepp – City Council liaison	Jeremy Gilley Nancy Heard	Lisa Langer Marlene Neidert Angie Anderson City Staff Jenn Ooton Matt Nuñez	Monica Wolny, Hanging Lake Inn + Unidentified Guest

02:03 AM ~ Call Meeting to Order: Trent Blizzard, Chair

There were no conflicts of interest.

First agenda item was the approval of Tourism Promotion Board meeting minutes of April 27th. Scott Dyer moved to approve the meeting minutes, Patrick Drake seconded, and the motion carried.

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

Lisa explained the concept of the summer stimulus campaign, which includes welcome gifts in Glenwood Gold Currency for people that book a vacation to Glenwood Springs. The type of promotion, target audience and timeframe of the campaign were discussed. Scott Dyer pointed out that it should be part of the campaign wording to require a “direct booking” at a Glenwood Springs hotel. The list of stipulations was further discussed, so the board decided to schedule a special committee meeting to define these critical campaign elements. Lisa agreed to send out a doodle poll for a special meeting for the summer stimulus campaign.

2:35 PM ~ Garfield County Efforts & Industry Leaders Task Force - Lisa and Angie Anderson, President & CEO Glenwood Springs Chamber Resort Association

Updates on the weekly meetings about coordinated reopening efforts, news from the state Chamber executives, state DMOs, and about the Get Glenwood Going Grant. Garfield County mentioned that they will consider matching the summer stimulus tourism campaign, however, this ask is on hold for now.

2:40 PM ~ Social Media Campaign Updates/New Features! - Marlene Neidert, Tourism Promotion Project Manager

Visit Glenwood has been focusing on positive messaging to get people excited with inspirational content and fun videos. A series of short social media video clips of visitors having genuine fun were produced by the agency, reminding users that this is what they want to do when it's safe again.

Another element was developing GIFs and digital stickers for Glenwood Springs that can be used in Instagram stories and Facebook comments. It is part of the larger strategy of making advocates of fans and regular visitors to Glenwood Springs.

Video Sample: https://www.instagram.com/p/B_0aqv1HV7G/

GIFs: <https://giphy.com/visitglenwood/>

2:55 PM ~ Department Update – Lisa Langer and Marlene Neidert

- **CTO Funding Support**

The GSCRA and the City of Glenwood Springs sent out a joint letter of support for the CTO funding, as it is in jeopardy. The Colorado Tourism Office is a crucial partner for Glenwood Springs' tourism economy. It helps Visit Glenwood Springs elevate its efforts, with international marketing, CO-OPS, and matching grants, such as the Colorado Historic Hot Springs Loop.

- **Hanging Lake protocol and communications**

Hanging Lake is scheduled to reopen on June 1st with social distancing guidelines and limited capacity. This is an important signal to potential visitors to open the natural attraction. While the shuttle system proved itself as an ideal solution to manage Hanging Lake visitation during the 2019 peak season, some temporary changes and significant adjustments needed to be made to allow for social distancing due to the COVID-19 crisis.

- The temporary Hanging Lake trail management plan will accommodate a maximum of 128 people per day spaced out in eight hiking groups/time slots.
- Each of the eight reservable hiking time slots per day allow for a maximum of 16 hikers. Hikers will be asked to practice social distancing within their assigned hiking group as well. Large groups of families or friends will be asked to split up to not exceed a group size of ten hikers.
- The trail will have marked passing points to ensure social distancing when passing slower hikers within the hiking group. One main passing point will be designated at mid-way of the trail to allow for the safe passing of the previous hiking group/time slot on their way downhill and the following hiking group on their way uphill. A trail supervisor will help coordinate the safe passing of groups.

- **First Quarter Dashboard**

Website and social media stats showed normal to good performance in the YOY comparison until the beginning of March. CPC and media buys were paused which reduced website traffic. However, social media engagement and organic traffic remained steady.

- **AmericArt Documentary – Launch of trailer**

<https://www.youtube.com/watch?v=nGXUxnE7WgM> - Film will be out later this summer/fall

3:22 PM ~ Tourism Partner Outreach

In response to tourism fund related questions asked of the city of Glenwood Springs, Nancy Heard from the Tourism Promotion Board and Eric Brotherson, GSCRA board chair, reached out to some concerned lodging partners. There were requests to learn more about the tourism promotion fund, chamber budget and city budget. Eric and Nancy explained the relationship of the chamber and city, as well as the tourism promotion contract that is managed by the chamber.

Monica Wolny from the Hanging Lake Inn stated her concerns. Due to the Stay at Home order and lodging suspension ordered by the city of Glenwood Springs her business had no income in recent months. She would like to see support for lodging entities from the city and tourism board. The board listened to her concerns, then discussed and responded. The main position of the Tourism Promotion Board is that the tourism promotion budget is a marketing fund, which has a greater positive effect for Glenwood Springs tourism partners when used to market the entire community. It is not a fund for allocation of grants. Angie Anderson, GSCRA President, offered to meet with Monica to explain the variety of funding and grant options available to businesses.

3:49 PM ~ Board/Staff Roundtable (Updates)

4:02 PM ~ Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager