



**Glenwood Springs Tourism Promotion Board Meeting
May 11, 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
Krissy Clary Sharon Brady Nancy Heard Scott Dyer Christian Henny (alternate for Jeremy Gilley) Paula Stepp – City Council liaison	Trent Blizzard Patrick Drake John Goss Suzanne Stewart	Lisa Langer Marlene Neidert Angie Anderson City Staff Matt Nuñez	

02:03 AM ~ Call Meeting to Order: Krissy Clary, Vice Chair

There were no declared conflicts of interest.

Scott Dyer moved to approve Tourism Promotion Board meeting minutes of May 14, 2020.

Christian Henny seconded, and the motion carried.

2:05 PM ~ Launch of Summer Stimulus and Glenwood Gold Community Currency - Lisa Langer, Director of Tourism Promotion & Angie Anderson, President & CEO of GSCRA

Lisa updated the board on the successful marketing launch of the summer stimulus campaign, including an overview of the landing page and contact form. Angie told the board about how the Glenwood Gold community currency works and explained the Chamber's efforts in on-boarding businesses to accept this new certificate style currency. Lisa also informed the board that she will present this campaign to Garfield County Commissioners on Monday, June 15 to support the ask for \$50K matching grant.

2:15 ~ Website Refresh/Branding – Marlene Neidert, Tourism Promotion Project Manager

Marlene showed the board the new home page refresh and explained the enhancements that have been made. Ongoing work on updating fonts throughout the site to better match our branding style will occur over the summer.

2:20 PM ~ Stay Safe Campaign – Lisa Langer & Marlene Neidert

Visit Glenwood has been focusing on positive messaging to help potential visitors feel safe while visiting our destination. Marlene showed the board the Stay Safe video and supporting marketing elements.

2:30 PM ~ Department Update – Lisa Langer and Marlene Neidert

- **GS Visitor Center Open** – Lisa explained the social distancing protocol put in place in the Glenwood Springs Visitor Center, which opened on June 1st. Thorough cleaning and reorganization is being done by Tara Harmon who will be manning the VC weekdays, 10 a.m. – 4 p.m. at least through June.
- **Hanging Lake Update** – Lisa updated the board on the successful opening of Hanging Lake with reduced daily reservations of 128. Ken Murphy has asked the forest service to consider upping the daily number of hikers to 240 because we are experiencing sellouts through July and thus, many unhappy people who were hoping to hike.
- **PR News** – Marlene and Lisa discussed several nice articles written about Glenwood Springs and two upcoming media requests. One is the editor of a popular magazine in Texas who is working with CTO for a family trip to Glenwood Springs and Snowmass Village at the end of July. The other is Hello Mallory, a social media influencer from Grand Junction who has visited us before and produced excellent content.
- **Industry Update** – Lisa updated the board about cuts to the International department of the CO Tourism Office. That budget has been reduced to \$500K for fiscal 20/21. Glenwood Springs has relied on help from CTO's international staff and contractors for 8 years, so this will definitely impact our budget.
- **Additional Messaging** - Safety measures and the current mask order were discussed. The board decided that additional communication efforts to promote face coverings to visitors are needed. Consensus was reached to only market to the drive market going forward to reduce traffic/visitation from high-risk states.

2:45 PM ~ Board/Staff Roundtable – Board members shared the latest updates about their businesses.

3:05 PM ~ Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager