



Glenwood Springs Tourism Promotion Board Meeting

July 9, 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 Scott Dyer Trent Blizzard Patrick Drake Christian Henny (alternate for Jeremy Gilley) Paula Stepp – City Council liaison	John Goss Suzanne Stewart Sharon Brady Nancy Heard	Lisa Langer Marlene Neidert Angie Anderson City Staff Jenn Ooton Matt Nuñez	

2:07 AM ~ Call Meeting to Order: Trent Blizzard, Chair

There were no declared conflicts of interest.

Scott Dyer moved to approve Tourism Promotion Board meeting minutes of June 11, 2020. Trent Blizzard seconded, and the motion carried.

2:10 PM ~ COVID Messaging Update – Lisa Langer, Director of Tourism Promotion

All visitglenwood.com landing pages include information about covid-19 safety procedures and face coverings in Glenwood Springs. Social media and the website speak to an audience that appreciates the safety procedures rather than disapproves of them. There was more push-back in the beginning, but we are now seeing positive feedback from visitors and locals for our safety messaging.

2:15 PM ~ Summer Stimulus Campaign Update (CTO Specials) – Marlene Neidert, Tourism Promotion Project Manager

Glenwood Gold Welcome Gift submissions are very well received, and people are spending their money mostly in downtown businesses. The submissions come in steadily, day by day, which made us rethink the approval process. The contact form has been

improved to only accept certain trip durations to help the workload of approving individual submissions. We have purchased a 4-month banner on Colorado.com to highlight the special to a broader audience.

2:25 PM ~ Summer/Fall/Winter Creative – Lisa Langer and Marlene Neidert
Presentation of print ads in the Colorado Love magazine and E-target newsletter.

2:40 PM ~ Upcoming Media FAMS – Lisa Langer

- Jillian Livingston, with Aspen Real-Life influencer
- Ron Stern, photojournalist from Ft. Collins, www.50plusmarketplacenews.com & www.commdiginews.com.
- Kristan Finan, travel editor of the Austin American-Statesman

2:45 PM ~ Department Update – Lisa Langer and Marlene Neidert

- **2020 & 2021 Budgets Update**
Lisa has been working on forecasting and planning the 2021 budget. While major budget cuts are foreseen, she is focusing on preserving a reasonable ads budget.
- **GS Visitor Center Update**
Tara Harman has been managing the visitor center and handing out the Summer Stimulus Glenwood Gold to visitors. While slower than normal, we see a weekly rise in visitation. We have also been giving out masks, provided by the city, to visitors and businesses.
- **Hanging Lake Update**
The initial social distancing numbers for Hanging Lake have been increased to a maximum of 240 visitors per day. The FS and city do not foresee another increase in permits for the summer. Many people are disappointed when permits are sold out but people who visit share great feedback and appreciate the safety measures on the trail.
- **PR News**
 - [Colorado Tourism during the pandemic – CBS NEWS](#)
 - [Live, Love and Western Colorado – Medium.com](#)
 - [Restaurant Bingo Glenwood Springs – Westword](#)
- **Industry Updates**
The state of Colorado is currently not advertising out-of-state. Most tourism dependent towns have similar strategies as ours. Lisa shared a petition to the governor to prevent major cuts to the CTO's budget. The Colorado Tourism office's programs and co-op opportunities are essential for Glenwood Springs.

3:00 PM ~ Board/Staff Roundtable (Updates)

3:15 PM ~ Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager