



Glenwood Springs Tourism Promotion Board Meeting

August 13, 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 Jeremy Gilley Suzanne Stewart Sharon Brady Paula Stepp – City Council liaison	John Goss Nancy Heard	Lisa Langer Marlene Neidert Angie Anderson City Staff Jenn Ooton Matt Nuñez	

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

There were no declared conflicts of interest.

Patrick Drake moved to approve Tourism Promotion Board meeting minutes of July 9, 2020. Trent Blizzard seconded, and the motion carried.

2:04 PM ~ 2021 Budget Draft Presentation – Lisa Langer, Director of Tourism Promotion

Lisa explained the overall draft budget to the board and focused on the scenario 2 column, which includes tourism promotion reserves. The budget cuts aim to keep as much advertising budget as possible, significantly cutting analytical software, marketing software, shows and travel.

Trent Blizzard made a motion to approve the 2021 budget draft which includes a 2020 budget carry-over of approximately \$80K and \$200K of tourism promotion reserves. Scott Dyer seconded, and the motion carried.

Paula Stepp asked if there were any legal restrains regarding a minimum balance for the reserves. Lisa said that she was told that \$250K was available in the TPF reserve fund by Steve Boyd. She believed that amount to be above the required percentage of reserves but will check with him for clarification.

2:18 PM ~ Grizzly Creek Fire Communications Update – Marlene Neidert, Tourism Promotion Project Manager

Marlene showed the tourism information landing page and informational posts about the Grizzly Creek Fire, which combine fire information, CoTrip routes and closures, as well as highlighting information about our open businesses.

Summer/Fall campaign was not completely interrupted but social ads have been paused until the fire is further contained.

2:25 PM ~ Summer Stimulus Campaign Extension – Marlene Neidert

Internally, we decided to extend this campaign through October to further motivate travel during the shoulder season and because we are expecting a slower August due to the Grizzly Creek Fire.

2:28 PM ~ Media Visits and Recent Placements – Lisa Langer

- Jillian Livingston, with Aspen Real-Life influencer
[Glenwood Springs FAM Tour Part 2: Restaurants](#)
- Ron Stern, CDN
[Glenwood Springs, CO: Land of water and wonder in the Rocky Mountains](#)
- Kristan Finan, Austin American-Statesman
[Colorado calling: 5 ways to beat the heat while social distancing in Glenwood Springs](#)

2:45 PM ~ Quarterly Dashboard - Marlene Neidert

The 2nd quarter of 2020 showed weak website and tourism stats due to the pandemic. However, our social media audience continued to stay engaged and blog stats showed interested users.

2:57 PM ~ Quarterly Dashboard - Marlene Neidert & Lisa Langer

- Marlene is pregnant.

- Lisa shared some exciting news for future tourism to Glenwood Springs which will be officially announced at a later date.

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

- Jeremy Gilley is has taken a new position as Area Director of Sales for Marriott

3:15 PM ~ Adjournment

Respectfully submitted,

Marlene Neidert, Tourism Promotion Project Manager