



**Glenwood Springs Tourism Promotion Board Meeting
September 10, 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, Residence Inn & Courtyard by Marriott – 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

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 Nancy Heard Paula Stepp – City Council liaison	John Goss Sharon Brady	Lisa Langer Marlene Neidert Angie Anderson City Staff Jenn Ooton Matt Nuñez	Lindsey Lewis, Glenwood Hot Springs Resort

2:05 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 August 13, 2020.

Suzanne Stewart seconded, and the motion carried.

2:08 PM ~ Fall Campaign Presentation – Lisa Langer, Director of Tourism Promotion

Presentation of fall creative assets and placements of Glenwood Springs tourism promotion.

The presentation featured the Vail and Aspen Airport videos, Expedia link-in page, fall getaway

landing page, fall campaign video for social media, YouTube, YuMe and Sharethrough -

placements, animated leaderboards for Altitude Channel during the Denver Nuggets games,

programmatically digital banners, newsletter and a recent social media contest to promote fall and winter season.

2:16 PM ~ Glenwood Gold Relaunch – Marlene Neidert, Tourism Promotion Project Manager

- Relunched campaign with a press release sent out to our media list and via Colorado Newswire on August 26: **Glenwood Springs attempts literal “comeback” – with Glenwood Gold Welcome Gifts**
- We have received a great amount of organic media attention and Glenwood Springs has been featured daily for over 10 days.

EVA-Estimated Media Value (How much it would be worth if we paid for the same amount of exposure in media publications) of \$1.7 Million within one week of relaunch.

Some of the placements included:

- o KMTS, CBS 4 News (twice!) and Fox News 7
- o Out-There-Colorado
- o Yahoo News
- o Colorado Public Radio and Aspen Public Radio
- o Colorado Patch
- o Canadian Insider
- o Market Insider
- o Morning Star and further outlets that shared the press release

Glenwood Gold Stimulus Stats:

- o \$100K total to be distributed (\$50K from TPF Reserves and \$50K Garfield County)
- o \$25K in Gold has been claimed and has been or is about to be spent in Glenwood Springs participating businesses
- o 445 Visitors claimed or applied so far (many of them will visit in September or October)
- o \$75K will be distributed by the end of November!
- o Glenwood Gold encourages weekday stays for at least 2 nights!
- o However, more than 50% of applicants stay longer than the minimum of 2 nights!
- o 26% of Glenwood Gold recipients stayed 4 nights or longer at a Glenwood Springs property!

2:22 PM ~ Glenwood Canyon Restoration Alliance – Marlene Neidert and Angie Anderson, GSCRA President & CEO

Glenwood Canyon Restoration Alliance is a collaboration of local government, non-profit, and business partners created in response to the 2020 Grizzly Creek Fire.

The purpose of GCRA is to renew community & landscape through collective action.

The alliance will work in multi-year effort to restore Glenwood Canyon and its surrounding landscape. Due to the scale of destruction, it is anticipated that the restoration will be lengthy and difficult.

The chamber and Visit Glenwood Springs have helped with communication of the efforts, encouraging community and business partnerships.

Update on Hanging Lake: The Forest Service won't know for a while what the exact long-term impacts will be, because the health of Hanging Lake is directly tied to hydrology of the area. Fire-related erosion and runoff getting into the fragile lake ecosystem is a major concern. However, the Forest Service will be working with experts on mitigation efforts to try to protect the area. Hanging Lake will most likely not reopen this year, no reopening dates have been discussed so far.

2:30 PM ~ Recreation Economy for Rural Communities – Matt Nunez, COGS Economic Development Specialist

Matt shared the impressive collaborative efforts of the recent RERC workshops. The participants have not only defined ambitious, sustainable goals for Glenwood Springs, but also identified champions for a variety of short-term implementations, as well as resources for grants and long-term goals. The diversification of our economy, 'community for all' and affordable housing were some of the focus topics. Matt also allowed a sneak-peek into the software that was used for the virtual workshops, which was very innovative and allowed the participants to use shared vision boards and live voting options during the workshops.

2:39 PM ~ Downtown Planning Roundtable – Angie Anderson, GSCRA President & CEO

Angie Anderson has been part of a roundtable with the city and DDA to identify ways to help our businesses with the colder months ahead of us. Space heaters and tents have been

identified as ways to help restaurants with limited seating availability during the colder months with COVID-19 restrictions still in place.

2:51 PM ~ Special Announcement – Marlene Neidert

Marlene shared with the board that she will not return from maternity leave.

"I announce my resignation of my position as Tourism Promotion Project Manager with the end of December 2020. My husband and I have decided that we will move with our baby to Vienna, Austria for a few years in Spring 2021. For this reason, I decided to not return from my maternity leave starting mid December 2020.

Working for the tourism department of the Glenwood Springs Chamber Resort Association has been extremely rewarding and fulfilling. I can truly say that I love my job and my colleagues. The reason for my decision to leave is to be close to my family in Vienna, as we embark on this journey of being parents. I want to thank you for your leadership and support as members of the board. It has been an honor to work under the guidance of so many inspiring and successful individuals and to serve this beautiful community.

Currently, we are planning to be around until early April 2021. I love our community and have the intention to return to the Roaring Fork Valley in a few years as this will forever be my home community of choice in the United States."

2:59 PM ~ Board/Staff Roundtable (Updates)

3:07 PM ~ Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager