



**Glenwood Springs Tourism Promotion Board Meeting**  
**October 8, 2020 – 02:00 PM - 04:00 PM**

**Location: City Hall, 3<sup>rd</sup> 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 & Guests Present**

TPB Present	TPB Absent	Staff	Guests
Krissy Clary Scott Dyer Trent Blizzard Patrick Drake Jeremy Gilley John Goss Sharon Brady Nancy Heard Paula Stepp – City Council liaison	Suzanne Stewart	Lisa Langer Marlene Neidert Angie Anderson  <b>City Staff</b> Jenn Ooton	Lindsey Lewis, Glenwood Hot Springs Resort

**2:06 AM ~ Call Meeting to Order: Trent Blizzard, Chair**

There were no declared conflicts of interest.

**Jeremy Gilley moved to approve Tourism Promotion Board meeting minutes of September 10, 2020. Krissy Clary seconded, and the motion carried.**

**2:08 PM ~ Colorado.com Banners, October Newsletter, Visit Glenwood Blog Posts and Itineraries**

– Marlene Neidert, Tourism Promotion Project Manager  
 Marlene presented the fall advertising creative and showed the new itineraries on visitglenwood.com featuring history and art in the Roaring Fork Valley.

**2:14 PM ~ Glenwood Gold Stats to Date** – Lisa Langer, Director of Tourism Promotion

We saw a steady flow of applications when we extended the booking period through the end of November to support the shoulder season. Lisa was interviewed by Kevin Torres with Fox 31 Denver about COVID-19 safety travel trends, discussing the topic of what destinations do to keep visitors and their communities safe, she explained that the tourism department of

Glenwood Springs focuses on creating a sustainable stream of visitors through the workweek rather than just attracting crowds on the weekends. During the course of the interview, Lisa mentioned the Glenwood Gold Welcome gift program. Kevin Torres was fascinated by the campaign. In addition to the FOX 31 early evening news, the interview was re-broadcast on two consecutive evening newscasts and promoted on the network's website. It was then picked up nationally and internationally by the Fox News Network over the following weekend. Due to the major PR exposure, we experienced a spike in Glenwood Gold requests and over 400 Glenwood Gold gifts were requested within 2 days. As a result, staff is processing all Glenwood Gold applications and answering a tremendous amount of media requests, emails and phone calls.

#### **2:24 PM ~ Media and Trade FAMs – Lisa**

- Julie Kessler, *San Francisco Examiner* was hosted on Sat. Sept. 19, resulting in this great story that ran online and in the Sunday *SF Examiner*:  
<https://www.sfexaminer.com/entertainment/road-tripping-with-rerun-part-two/>
- Jennifer Murphy, a Boulder native commissioned by the *International Traveler*, an Australian magazine. Will be hosted for two nights Oct. 8 and 9.
- International UK Training: Lisa was part of a CTO UK travel agent training along with Visit Denver, Visit Loveland, Visit Ft. Collins, Steamboat and Winter Park ski areas.
- Go West Summit - Lisa had 25 successful appointments for this western states international B-to-B virtual sales summit. These online appointments were held the first week of September. One of these resulted in an upcoming UK travel agent FAM tour for Monday, Oct. 12 with Mike Mishko of Creative Tours Florida.

#### **2:30 PM ~ Spreading Holiday Cheer - Glenwood Style – John Goss, Glenwood Vaudeville Revue & Marlene**

John Goss is reworking some of the Glenwood Springs guerilla marketing holiday carols that were created by Xuma last year. A couple of Vaudeville actors, John and Lisa will perform four Glenwood Springs themed songs at iconic Glenwood Springs locations. Avery Smith will work with us to create videos that will run as a holiday/ winter campaign on social media throughout December. The call to action for these potentially viral, fun tourism promotion videos will be 'spread the holiday cheer' and users will be able to enter to win Glenwood Gold by sharing the videos.

#### **2:35 PM ~ Shop Glenwood Springs Campaign/Wings Art Project – Angie Anderson, President & CEO Glenwood Springs Chamber Resort Association**

Angie Anderson gave an update on the soon-to-be installed Glenwood Wings public art. The wings will be an additional draw to downtown and an added element to highlight Glenwood Springs amenities when enjoying, shopping and dining in Glenwood Springs. In conjunction with a photo contest, the DDA, chamber and city are working on a Shop Glenwood Campaign to support businesses through the winter season.

#### **2:38 PM ~ New Hire & Schedule – Lisa Langer**

Heidi Pankow, formerly of the Ouray Tourism Office will be joining the Chamber team in early January 2021. Heidi is doing at least three days of un-paid training during the month of October.

#### **2:40 PM ~ Roundtable**

Krissy voiced concerns about restaurant capacity. With restricted numbers and a successful fall tourism season, we are seeing more and more long wait times at restaurants. Thanksgiving is a concern as several of the core downtown dining establishments will be closed for at least a week. We should make sure to communicate a list of open restaurants to hotel front desks.

**2:50 PM ~ Board Discussion** (Topic: Director Compensation) –  
**Trent Blizzard moved to keep the tourism director salary the same in 2021 as it is in 2020, to set TPB Project Manager salary at \$55,000 and to move the balance into the advertising budget line item – code 7280. Jeremy Gilley seconded, and the motion carried unanimously.**

**3:20 PM ~ Adjournment**

Respectfully submitted,  
Marlene Neidert, Tourism Promotion Project Manager