



Glenwood Springs Tourism Promotion Board

Vision: *Be the preferred regional tourism destination.*

Mission: *To promote regional activities, attractions, and events to increase tourism spending in Glenwood Springs.*

AGENDA

Thursday, May 13, 2021

2:00 PM – 4:00 PM

Please join us via Zoom Virtual Meeting at the link or phone number below:

<https://us02web.zoom.us/j/83958247347?pwd=NGF6bm4ra1VvNU12S0NBenB5WVNaZz09>

Meeting ID: 839 5824 7347 Passcode: 587378

By Phone: 346-248-7799 US 669-900-6833 US 253-215-8782 US

2:02 PM ~ Call Meeting to Order: Krissy Clary, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes of April 8, 2021

2:05 PM ~ Tourism Promotion Fund Overview – Steve Boyd, Chief Operating Officer, City of Glenwood Springs

2:25 PM ~ CTO's Restart Destinations Program - Lisa Langer, Director of Tourism Promotion & Heidi Pankow, Tourism Promotion Project Manager

2:45 PM ~ Tourism Promotion Department Report: Lisa and Heidi

- Hanging Lake & Canyon Media/Communications
- Rocky Mountaineer Updates
- CO Scenic Byways Symposium
- Frontier Airlines Earth Day Promotion Delay
- GS Customer Service Training Reminder
- CTO Colorado Concierge Challenge for May
- Tourism Promotion Board adjustments/appointments revisited May 20

3:00 PM ~ Board & Staff Roundtable

3:15 PM ~ Adjournment

Next Meeting ~ June 10, 2021, 2-4 PM ~ Virtually until further notice.