



DRAFT

Glenwood Springs Tourism Promotion Board Meeting
January 14, 2021 – 02:00 PM - 04:00 PM
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
Scott Dyer Jeremy Gilley Patrick Drake Trent Blizzard John Goss Nancy Heard Paula Stepp, City Council Ingrid Wussow, Alternate City Council liaison	Suzanne Stewart Sharon Brady Krissy Clary	Lisa Langer Heidi Pankow Angie Anderson City Staff	Lindsey Lewis, Glenwood Hot Springs Pool

2:03 AM ~ Call Meeting to Order: Trent Blizzard, Chair
 There were no declared conflicts of interest.
Trent Blizzard moved to approve Tourism Promotion Board meeting minutes of December 10, 2020. Patrick Drake seconded, and the motion carried.

2:05 PM ~ End of Year Budget Review – Nancy Heard, Treasurer
 Nancy gave an overview of the cuts staff made to the 2020 budget due to the COVID pandemic. Bottom line is that \$92,105 was saved to carry-over to the TPF reserves for use to bolster the 2021 budget.
The board asked Lisa to request Steve Boyd come to the March meeting to update them on the reserve fund.

2:25 PM ~ City Board Changing Terms – Paula Stepp, City Council liaison.
 Paula explained that the city council has tightened up the city boards and commissions terms by limiting them to two consecutive three-year terms. She emphasized that interested parties are always welcome to attend board meetings, whether they are voting members or not. She also made clear that if a board member goes off the board after the second term is complete, they

are able to reapply after one year's hiatus. Paula listed the seats that would be available for the term beginning March 2021: Patrick Drake is up for his second, 3-year term; Jeremy Gilley's Hotel Seat is termed out; Trent Blizzard is the representative for the Chamber Board seat.

Lisa Langer, Director of Tourism Promotion, added that Suzanne Stewart, who represents a citizen seat, has requested that we replace her on the board as she is not able to attend regularly. Lisa added that the city has received applications from the following: Patrick Drake (resubmitted for Citizen seat), Suzanne Emery (Citizen seat), Mike Mercatoris (Chamber Board seat). Lindsey Lewis added that Lindsay Ball, new GM for Glenwood Hot Springs Pool is considering applying for the open hotel seat.

2:45 PM ~ Caroling Share Winners – Heidi Pankow, Tourism Promotion Project Manager updated the board as to the video shares we got during the month of December. She has reached out to 15 of those who shared representing Colorado, Nebraska, Indiana and Utah. Three winners have responded to date and will each be sent \$100 in Glenwood Gold to use during an upcoming trip.

2:48 PM ~ Motherlode Giveaway – Lisa explained that 12 - \$1,000 vacations will be awarded in February. Lisa asked the board for suggestions as to how to promote this 2021 BIG Campaign. The newsletter email list will be the platform. Ingrid Wussom brought up capturing data from those who apply. Trent and Scott Dyer suggested a survey that would include location data and other questions that would encourage a timely upcoming stay. Patrick suggested partnering with the PI's Locals' Choice awards. Lisa and Heidi will come back to the board with a couple of campaign/suggestions.

2:57 PM ~ 2020 4th Quarter Tourism Dashboard – Heidi shared data from the 4th quarter including: year-over-year accommodation tax receipts, visitor guide requests from the website (going forward we will be tracking this internally), social media engagement, website users, users by device and by state/country, top pages, etc.

3:16 PM ~ Q4 Media Exposure & EAV – Lisa said the Equivalent Advertising Value of the Rocky Mountaineer exposure November and December 2020 was 1.91K. Other media mentions included articles about the spring reopening of Hanging Lake.

3:20 PM ~ Tourism Department Update – Lisa reported on World Travel Market follow-up, a recent interview from the UK Travel Mole, and Rocky Mountaineer sales and marketing assistance. Lisa has gotten word from the City that council would like to schedule a work session for touching base and updates for March 18, 2021 – 3:30 – 4:15 p.m. She will wait until the new members to the board have been chosen to send a calendar invitation.

Heidi reported that she has been training and acclimating to Visit Glenwood platforms. She is also on the planning committee for the Colorado Scenic Byway's 30th Anniversary Symposium, which will be held in Glenwood Springs May 5-7, 2021 with a combination of in-person and hybrid meetings.

3:30 PM ~ Board & Staff Roundtable – *Marlene Neidert and new baby Quinn Cecilia* sent greetings. The board shared the latest with their businesses. Most are looking forward to 2021. Angie Anderson announced the cancellation of the 2021 Strawberry Days Festival and the county's application submission for the state's 5-star program.

3:48 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion