



Glenwood Springs Tourism Promotion Board Meeting

February 11, 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 Krissy Clary Jeremy Gilley Patrick Drake Trent Blizzard Sharon Brady John Goss Nancy Heard Paula Stepp, City Council Ingrid Wussow, Alternate City Council liaison	Suzanne Stewart	Lisa Langer Heidi Pankow Jackie Kaminski, GS Visitor Center staff City Staff Matt Nunez, COGs Econ Dev Specialist	Lindsey Lewis, Glenwood Hot Springs Pool

2:06 PM ~ 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 January 14, 2021.

Trent Blizzard seconded, and the motion carried.

2:08 PM ~ Motherlode Giveaway – Lisa explained that the 12 - \$1,000 vacations will be awarded on February 26 through a random selection of completed surveys that come through more than 40K newsletter recipients. The newsletter will launch Friday, February 12. Submissions of a 10-question survey of demographic-visitor data will be taken over a 12-day period.

2:12 PM ~ #GlenwoodSpringsLove – Heidi shared screen shots of this social media campaign, which asks the VisitGlenwood Facebook community to share their favorite memories/things they love about Glenwood Springs during the month of February. At least three lucky “sharers” will receive \$100 in Glenwood Gold for their submissions.

2:14 PM ~ Update on Update on TP Board Applicants/Process

Lisa Langer, Director of Tourism Promotion, reminded the group about board 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 and is termed out. Suzanne Stewart, who represents a citizen seat, has sent a formal resignation requesting that she be replaced, as she is not able to attend regularly.

The City has received applications from the following: Lindsay Ball, Glenwood Hot Springs Resort (Lodging seat); Taylor James, The Hotel Colorado (Lodging seat); Patrick Drake, Blue Sky Adventures (reapplied for Citizen seat); Suzanne Emery, GCAP & IMHS (Citizen seat), Heather Montross Cowan, Defiance Rafting (Citizen seat); Mike Mercatoris, Grind (Chamber Board seat).

2:23 PM ~ Tourism Department Update

Lisa reported on the many presentations/conversations she's been having with Rocky Mountaineer. She's also been working with Angie Anderson and Carolyn Tucker from the CO Work Force Trainer on a plan to have in-person customer service training in May. So far, the groups that plan to be in Glenwood Springs are - a Yamaha Motorcycle Group in August and the MG Car Club with their 69th annual Rallye in Glenwood Springs in August. Go West Summit (international travel/trade) will be virtual again this year during the first week of March. Jeremy Gilley mentioned the Triple Crown Baseball Tournament July 19-26, 2021. It's a Roaring Fork valley-wide event and previously was held in Steamboat Springs. Heidi Pankow explained how she is settling into her position and learning all the great digital tools that Visit Glenwood has put in place. She's been assisting Lisa with media requests for photos, information, etc. 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.

2:34 PM ~ Recent Media Hits

Lisa outlined five publications/interviews that have come out in the past couple of weeks.

2:38 PM ~ Election of Officers:

Jeremy Gilley nominated Scott Dyer for Treasurer; Patrick Drake seconded. Patrick moved that the nominations be closed, Sharon Brady seconded and the motion to elect Scott Dyer as Treasurer passed unanimously.

Scott Dyer nominated Nancy Heard for the Vice Chair's position. Patrick Drake seconded. Scott Dyer nominated Patrick for Vice Chair; Trent Blizzard seconded. Krissy Clary moved to close the nominations; Trent seconded. Nancy Heard was elected to the Vice Chair position by majority vote.

Sharon Brady nominated Krissy Clary for Chair; Scott Dyer seconded. Jeremy Gilley moved that the nominations cease, Sharon Brady seconded and the motion to elect Krissy Clary as Chair passed unanimously.

2:55 PM ~ Board & Staff Roundtable

3:15 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion