



**Glenwood Springs Tourism Promotion Board Meeting**

**April 8, 2021 – 02:00 PM - 04:00 PM**

**Online Zoom meeting due to COVID-19 restrictions** (call-in information was publicly posted)

**Tourism Board Members:**

- Krissy Clary, Chair, Colorado Ranch House – Restaurant
- Nancy Heard, Vice Chair, Glenwood Caverns Adventure Park – Tourism
- Scott Dyer, Treasurer, Best Western Antlers – Lodging
- Patrick Drake, Blue Sky Adventures – Citizen/Resident
- Sharon Brady, Cooper Wine and Spirits – Citizen/Resident
- Taylor James, The Hotel Colorado – Lodging
- Mike Mercatoris – GSCRA Board Representative
- \_\_\_\_\_ - Tourism
- \_\_\_\_\_ - Citizen/Resident

Paul Stepp, City Council Representative – Ingrid Wussow, Alternate City Council Representative

Alternate Board Members: Lindsay Ball, Suzanne Emery, Heather Montross-Cowan

**Tourism Board Present / Tourism BOD Absent / GSCRA Staff & Guests Present**

TPB Present	TPB Absent	Staff	Guests
Scott Dyer Krissy Clary Patrick Drake Sharon Brady Mike Mercatoris Nancy Heard Taylor James Ingrid Wussow, Alt City Council Alternate TPB: Lindsay Ball		Lisa Langer Heidi Pankow Angie Anderson  <b>City Staff</b> Matt Nunez, COGs Econ Dev Specialist Jenn Ooton, Asst. City Manager	Lindsey Lewis, Glenwood Hot Springs Resort

**2:06 PM ~ Call Meeting to Order: Krissy Clary, Chair**

There were no declared conflicts of interest.

**Scott Dyer moved to approve Tourism Promotion Board meeting minutes of March 11, 2021.**

**Nancy Heard seconded, and the motion carried.**

**2:08 PM ~ Tourism Promotion Fund Overview** – Steve Boyd was unable to make the meeting, so will be rescheduled to present in May.

**2:09 PM ~ Customer Service Training** – Angie Anderson, President & CEO of Glenwood Springs Chamber Resort Association, gave a brief announcement of the customer service training that will be held on Tuesday, May 18, in person at The Hotel Colorado. David Aaker, a professional trainer will present two, one-hour sessions that day. More information will be coming in the near future.

**2:12 ~ Business Outreach – Rocky Mountaineer** – Matt Nunez, COGS Economic Development Specialist, informed the board that there will be education and outreach through the city,

Chamber and DDA regarding the Rocky Mountaineer's arrival to Glenwood Springs. Lisa Langer has contacted the marketing department at Rocky Mountaineer to provide a one-page overview of the luxury train and its' customers expectations upon arrival to our community. The first announcement to businesses will be in conjunction with a meeting regarding paid parking later in the month.

**2:18 PM ~ Frontier Airlines Earth Day Promotion** - Lisa Langer, Director of Tourism Promotion explained that Glenwood Springs has been asked to host a vacation for the Frontier Airlines Earth Day contest. This will be a weeklong promotion through Frontier's extensive customer list. Visit Glenwood and participating hotels and attractions will receive the leads from this contest. Glenwood Hot Springs Resort has offered a one-night stay and Glenwood Caverns Adventure Park has offered two Fun Day passes. We will package this with a Glenwood Springs swag bag and \$100 in Glenwood Gold.

**2:23 PM ~ CRAFT Recovery Mentor Project** – Heidi Pankow, Tourism Promotion Project Manager gave an update on the CTO's CRAFT Mentorship program for the Roaring Fork Valley's mountain biking assets. This valley-wide collaboration was initiated as a result of last year's IMBA Gold Level Ride Center designation. The group is currently designing a central data base for the valley's assets including - best rides at different levels, bike services and bike-friendly businesses.

**2:29 PM ~ Hanging Lake Reservations Launch** – Heidi Pankow reviewed stats from the April 1 launch of reservations through [VisitGlenwood.com/HangingLake](http://VisitGlenwood.com/HangingLake). There were more than 7,500 reservations made within the first 90 minutes. From 9 a.m. through 8:30 p.m. there were 11,905 active users on site. Reservations made through that period were 8,100 (96.5% for self-park and 3.5% for bike-hike option). Hanging Lake media AVE topped \$1.5 million.

Heidi mentioned that the "6 Reasons Breakfast & Brunch are Best in Glenwood Springs blog reached nearly 30-thousand people and had excellent engagement on Facebook. She also noted that the Welcome E-newsletters have seen excellent open and click-through rates (percentages in the 40s).

**2:34 PM ~ Media Highlights** – Lisa Langer reported that besides Hanging Lake media, there was a nice article in the St. Louis Post-Dispatch that featured Glenwood Springs and the Colorado Historic Hot Springs Loop. Lisa was interviewed about the Glenwood Gold summer stimulus campaign by three outlets in Seattle including Seattle Times, Seattle Guardian, and KUOW-Seattle Public Radio, following the Redmond, WA, launch of a similar incentive program. Heidi's Post Independent article on Spring Cleaning for Your Website was published.

**2:42 PM ~ Board & Staff Roundtable**

**2:58 PM Adjournment**

Respectfully submitted,  
*Lisa Langer, Director of Tourism Promotion*