



Glenwood Springs Tourism Promotion Board Meeting

July 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/Retail
 Nancy Heard, Vice Chair, Glenwood Caverns Adventure Park – Tourism
 Scott Dyer, Treasurer, Best Western Antlers – Lodging
 Suzanne Emery, Iron Mountain Hot Springs – Tourism
 Taylor James, The Hotel Colorado – Lodging
 Patrick Drake – Citizen/Resident
 Sharon Brady – Citizen/Resident
 Heather Montross-Cowan – Citizen/Resident
 Mike Mercatoris – GSCRA Board Representative
 Charlie Willman, City Council Representative – Paula Stepp, Alternate City Council Rep.

TPB Present	TPB Absent	Staff Present	Guests Present
Scott Dyer Patrick Drake Sharon Brady Heather Montrose-Cowan Nancy Heard Suzanne Emery Mike Mercatoris Charlie Willman, City Council	Krissy Clary Taylor James	Chamber Staff: Lisa Langer Jackie Kaminski City Staff: Brian Smith, COGS Bryana Starbuck, COGS	

2:02 PM ~ Call Meeting to Order: Nancy Heard, Vice Chair

There were no declared conflicts of interest.

Scott Dyer moved to approve Tourism Promotion Board meeting minutes of June 10, 2021. Patrick Drake seconded, and the motion carried.

2:04 PM ~ 2021 Mid-year Budget Review – Scott Dyer, Treasurer took the board through an overview of expenditures through June 30, 2021. He highlighted the areas that will be on or under target and also those that will go a little over budget. Bottom line is that we will fall well within the 2021 budget by yearend.

2:15 PM ~ Website & Social Stats – Lisa Langer, Director of Tourism Promotion reviewed the website traffic through the first six months of 2021. She noted the increased traffic in April during the launch of Hanging Lake reservations. Lisa also reviewed the social media audiences and highlighted engagement on both Facebook and Instagram.

2:20 PM ~ Triple Crown World Series – Brian Smith, COGS Director of Parks & Recreation gave an overview of this new youth baseball tournament for the Roaring Fork Valley. The teams will play throughout the valley with opening and closing ceremonies in Snowmass. Teams and their families will stay in lodging throughout the valley and have room blocks in several Glenwood

Springs lodges. There are three fields being used here: Sayre Park, Two Rivers Park and the Glenwood Middle School field.

2:30 PM ~ Mudslide & Hanging Lake Communications - Lisa told the group about CDOT communications and media engagement as a result of canyon closures and mudslides. She also reviewed the Hanging Lake staff procedures regarding flash flood watches versus flash flood warnings.

2:35 PM ~ Rocky Mountain Lodging Report - Lisa pointed out that Glenwood Springs occupancy is higher than most other mountain towns in Colorado due to the post pandemic rush to get out of larger cities and into the outdoors.

2:40 PM ~ CADMO Retreat Update – Lisa attended this first in-person conference since 2019. Twenty-two destinations participated in the CO Association of Destination Marketing Org's retreat. All of the front range participants, except Colorado Springs, reported that due to canceled or postponed conferences, meetings and events, their occupancy and visitation is at an all-time low. Conversely, the mountain destinations, except Snowmass, reported record numbers of visitors and increased occupancy.

2:43 PM ~ Tourism Promotion Department Report: Lisa gave updates regarding the Rocky Mountaineer Welcome Celebration task force that will be meeting in less than a week. She also told the board about the Delta Airlines new Denver to Paris direct flight launch.

2:48 PM ~ Board & Staff Roundtable

2:54 PM ~ Lisa asked the board if they'd like to meet in-person or virtually in August or start in September. **Nancy Heard moved that the in-person meetings begin in September. Sharon Brady seconded, and the motion carried.**

3:00 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion