



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, November 14, 2019

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Krissy Clary, Vice Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes September 12, 2019

Note that the October meeting was canceled due to schedule conflicts.

2:03 PM ~ City Council, TPB, DDA & Chamber Ad Hoc committee Update – Scott Dyer, TPB committee liaison

2:14 PM ~ See Source Visitor Data Service – Lisa Langer, Director of Tourism

2:21 PM ~ Rockies Playground workshop & marketing initiative – Lisa & Marlene Neidert, Tourism Promotion Project Manager

2:30 PM ~ Fall Guerilla Tactics & Winter Creative – Lisa and Marlene

2:45 PM ~ Events Calendar, HL Off-Peak Reservations, Social Media Influencers, 3rd Quarter Dashboard - Marlene

3:05 PM ~ Department Update – Lisa & Marlene

- Texas Media Campaign data to date
- Colorado GovCon – panel discussions
- Netherlands Media FAM
- Hanging Lake presentation to CAST

3:16 PM ~ Board/Staff Roundtable (Updates)

3:20 PM ~ Adjournment

Next Meeting: Thursday, December 12, 2019, City Council Chambers