



Glenwood Springs Tourism Management Board

Vision: Be the preferred regional tourism destination.

Mission: Manage marketing and responsible promotion for the Glenwood Springs area to benefit the local economy, enhance residents' quality of life, and protect natural resources.

AGENDA

Thursday, August 11, 2022

2:00 PM – 4:00 PM Glenwood Springs City Hall, 3rd Floor Training Rm 101 8th Street, Glenwood Springs, CO 81601

2:01 PM ~ Call Meeting to Order: Patrick Drake, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes of May 12, 2022

Round Robin introductions for guests from BlizzardPress & XUMA Communications.

2:04 PM ~ CMC Board Support Request (Glenwood Springs' NEW Visitor Center) – Mary Boyd, Vice President of Fiscal Affairs, CMC

2:15 PM ~ VisitGlenwood.com Stats & Redesign – Trent Blizzard, BlizzardPress

2:30 PM ~ 2023 Tourism Management Marketing Plan & Budget Drafts – Lisa Langer, Director of Tourism (board approval requested)

2:45 PM ~ Reimagine Destinations Grant Awards – Lisa Langer

2:50 PM ~ May – July Tourism Social and PR Updates – Heidi Pankow, Tourism Project Manager

3:00 PM ~ Hanging Lake Update – Lisa Langer

3:05 PM ~ Tourism Promotion Department Report: Lisa & Heidi

- IPW Orlando – June 4-8
- DMA West Leadership Summit – Beaver Creek, June 27-29
- Rocky's Playground Outdoor Recreation – online, August 22
- DMA West Education Summit – Ventura, CA, September 14-16
- CO Governor's Conference on Tourism (GovCon), Snowmass, Sept. 21-23
- CTO Travel Classics Media Marketplace – Sara Schell, GSCRA Membership Director will represent Visit Glenwood Springs, Vail, September 22

3:15 PM ~ Board & Staff Roundtable

3:30 PM ~ Adjournment

Next Meeting - Thurs. Nov. 10, 2022, 2-4 PM, City Hall 3rd Floor Training Room