



**Glenwood Springs Tourism Management Board**

**Vision: *Be the preferred regional tourism destination.***

**OLD Mission: *To promote regional activities, attractions, and events to increase tourism spending in Glenwood Springs.***

**AGENDA**

**Thursday, February 10, 2022**

**2:00 PM – 4:00 PM**

**Morgridge Commons**

**815 Cooper Ave., 2<sup>nd</sup> Floor, Glenwood Springs, CO 81601**

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

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board meeting minutes of December 9, 2021**

**2:05 PM ~ Round-table Introductions for new board members**

**2:10 PM ~ Board Etiquette including Sunshine Laws** – Lisa Langer, Director of Tourism

**2:20 PM ~ Tourism Management Mission Statement (for board approval):**

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

**2:25 PM ~ Chamber Staff Overview** – Lisa Langer & Heidi Pankow, Tourism Project Manager

**2:35 PM ~ 2022 Spring Creative** – Lisa Langer

**2:45 PM ~ New Imagery Assets** – Lisa Langer & Heidi Pankow

**3:00 PM ~ Tourism Promotion Department Report:** Lisa & Heidi

- Aaron Millard, Media Visit – UK journalist and podcaster visit Jan. 2-4, 2022
- Go West Summit – Reno, NV, February 13-17
- Julie Bielenberg – journalist writing cover story for AAA – Three Perfect Days in Glenwood Springs (7 state regional magazine)
- DMA West Tech Summit – Tucson, AZ, March 30 - April 1

**3:15 PM ~ Board & Staff Roundtable**

**3:25 PM ~ Adjournment**

**Next Meeting Thursday, May 12, 2022, 2:00 PM – 4 PM**

**IN PERSON, City Hall 3<sup>rd</sup> Floor Training Room**