



**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, March 11, 2021**

**2:00 PM – 4:00 PM**

**Please join us via Zoom Virtual Meeting at the link or phone number below:**

<https://us02web.zoom.us/j/83958247347?pwd=NGF6bm4ra1VvNU12S0NBenB5WVNqZz09>

Meeting ID: 839 5824 7347      Passcode: 587378

By Phone: 346-248-7799 US    669-900-6833 US    253-215-8782 US

**2:02 PM ~ Call Meeting to Order:** Krissy Clary, Chair

**New Member Acknowledgments / TP Board Housekeeping**

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board meeting minutes of January 14, 2021**

**2:15 PM ~ CO Tourism Office Presentation** – Lisa Langer, Director of Tourism Promotion

**2:35 PM ~ Visit Colorado Instagram Takeover** – Heidi Pankow, Tourism Promotion Project Manager

**2:45 PM ~ Tourism Department Update** – Lisa Langer and Heidi Pankow

- Hanging Lake PR & Web Updates
- Go West Summit
- Rocky Mountaineer
- Motherlode Giveaway and #GlenwoodSpringsLove campaign
- **Spring Campaign Elements**

**3:00 PM ~ Tourism Promotion Board makeup** – Lisa to outline with board discussion/input.

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

**3:25 PM ~ Adjournment**

**Next Meetings: Thursday, March 25, TPB-Council Joint Work Session, 3:30-4:15 PM**  
**Regular board meeting: April 8, 2021, 2-4 PM ~ Virtually until further notice.**