



**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, August 12, 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

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board meeting minutes of July 8, 2021**

**2:05 PM ~ Director of Tourism Promotion Annual Evaluation** – Angie Anderson, President & CEO GSCRA & Krissy Clary, Tourism Promotion Board Chair.

**2:10 PM ~ 2022 Tourism Promotion Budget Review and Approval** – Scott Dyer, Treasurer; Nancy Heard, Vice Chair; Lisa Langer, Director of Tourism Promotion

**2:35 PM ~ Disaster Communications & Partner Outreach** – Lisa Langer & Heidi Pankow, Tourism Promotion Project Manager

**2:45 PM ~ Marketing Adjustments and NEW Markets with Additional Funding** – Lisa Langer

**3:00 PM ~ Rocky Mountaineer Inaugural Welcome Celebration/Photo Contest** – Lisa Langer, Charlie Willman-Mayor Pro Tem, and Heidi Pankow

**3:10 PM ~ Tourism Promotion Department Report:** Lisa Langer & Heidi Pankow

- **Restart Destinations Grant – Visit Glenwood Springs**
- **Restart Destination Grant – Roaring Fork Destination Stewardship Council**
- **Governor’s Conference on Tourism – Glenwood Gold Nomination**

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

**3:20 PM ~ Adjournment**

**Next Meeting SPECIAL DATE ~ Wednesday, September 15, 2021, 10 AM-Noon  
IN PERSON, City Hall 3<sup>rd</sup> Floor Training Room**