



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, September 15, 2021

10:00 AM – 12:00 PM

City Hall, 3rd Floor Training Room

101 8th Street, Glenwood Springs, CO 81601

10:02 AM ~ Call Meeting to Order: Krissy Clary, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes of August 12, 2021

10:04 AM ~ Tax Questions & the Affordable Housing Issue – Angie Anderson, President & CEO of Glenwood Springs Chamber Resort Association

10:25 AM ~ Hanging Lake Updates – Lisa Langer & Heidi Pankow, Tourism Promotion Project Manager

10:33 AM ~ Creative for Incremental Marketing Buy & Fall Campaigns – Lisa Langer

10:50 AM ~ Tourism Promotion Department Report: Lisa Langer & Heidi Pankow

- **Rocky Mountaineer Inaugural Welcome Celebration**
- **Restart Destinations Invitation to Participate**
- **Argus Reisen (German CTO Co-op)**

11:00 AM ~ Board & Staff Roundtable

11:15 AM ~ Adjournment

Next Meeting Thursday, October 14, 2021, 2:00 PM – 4 PM

IN PERSON, City Hall 3rd Floor Training Room