



**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, October 14, 2021**

**2:00 PM – 4:00 PM**

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

**101 8<sup>th</sup> Street, 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 September 15, 2021**

**2:04 PM ~ Destination Recovery Workshop** – Lisa Langer, Director of Tourism Promotion & Heidi Pankow, Tourism Promotion Project Manager

**2:15 PM ~ Tourism Promotion Budget Conversations** – Charlie Willman, City Council Liaison

**2:25 PM ~ “Breaking the Band”** – Lisa Langer

**2:35 PM ~ CTO Social Co-op Results** – Heidi Pankow

**2:45 PM ~ Incremental Marketing Results** – Lisa Langer

**2:50 PM ~ Tourism Promotion Department Report:** Lisa & Heidi

- Rocky Mountaineer Media Visits / Lisa onboard introduction
- Craig Oliver, Editor – Spas of America
- Argus Reisen (German CTO Co-op) Interactive Map
- Dirk Rohrbach, German Journalist
- Anina Grasso, Director of Travel Experiences Development - Destination America
- GovCon 2021 (Nov. 3-5), Includes: CADMO, IPC, Tour CO, Scenic Byways
- Visit Glenwood Top Three in running for Governor's Award for Outstanding Community Tourism Initiative (Glenwood Gold Visitor Stimulus)

**3:00 PM ~ Board & Staff Roundtable**

**3:15 PM ~ Adjournment**

**Next Meeting Thursday, November 11, 2021, 2:00 PM – 4 PM**  
**IN PERSON, City Hall 3<sup>rd</sup> Floor Training Room**