



Glenwood Springs Tourism Management 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, November 11, 2021

2:00 PM – 4:00 PM

City Hall, 3rd Floor Training Room

101 8th 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 October 14, 2021

2:04 PM ~ Visitor Center Update – Angie Anderson, President & CEO, GSCRA

2:10 PM~ Tourism Management Budget Resolution – Charlie Willman, City Council Liaison

2:18 PM ~ Adjusted 2022 Budget – Lisa Langer, Director of Tourism

2:25 PM ~ Revisit Mission Statement – Board Discussion

2:40 PM ~ Roaring Fork Valley Destination Recovery Workshop –Heidi Pankow, Tourism Project Manager

2:45 PM ~ CTO Instagram Takeover Results – Heidi Pankow

2:48 PM ~ Tourism Promotion Department Report: Lisa & Heidi

- Rocky Mountaineer Sales & Travel Staff / Lisa onboard introduction
- Adam Graham, Media Visit – CTO Switzerland-base freelancer for Wall Street Journal and others
- Holiday Blog ready for publication in both English and Spanish (Monday, Nov. 15)
- Breaking the Band Concerts to benefit Hanging Lake Trail restoration
- GovCon 2021 – Visit Glenwood Springs won Governor's Award for Outstanding Community Tourism Initiative for Glenwood Gold Visitor Stimulus

3:00 PM ~ Board & Staff Roundtable (Happy Veteran's Day!)

3:10 PM ~ Adjournment

Next Meeting Thursday, December 9, 2021, 2:00 PM – 4 PM

IN PERSON, City Hall 3rd Floor Training Room