



**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, December 9, 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 November 11, 2021**

**2:05 PM ~ Small Business Saturday Update** – Angie Anderson, President & CEO, GSCRA

**2:10 PM ~ Tourism Management Board Update** – Charlie Willman, City Council Liaison

**2:15 PM ~ Mission Statement Discussion** – Lisa Langer, Director of Tourism & Heidi Pankow, Tourism Project Manager with board input.

**2:35 PM ~ 2022 Media Planning** – Lisa Langer

**2:45 PM ~ Holiday Blogs Performance (English & Spanish)** – Heidi Pankow

**2:50 PM ~ Website Updates** – Heidi Pankow

**3:00 PM ~ Tourism Promotion Department Report:** Lisa & Heidi

- Rocky Mountaineer Press/PR Value
- Argus Reisen (Germany Travel Site) Report
- Aaron Millard, Media Visit – UK journalist and podcaster visit Jan. 2-4. 2022
- Breaking the Band Concerts to benefit Hanging Lake Trail restoration
- Berkley Fishing Application for Fishing with Santa
- Heliconia Short Film giveaway nomination

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

**3:25 PM ~ Adjournment**

**Next Meeting Thursday, February 10, 2021, 2:00 PM – 4 PM**  
**IN PERSON, City Hall 3<sup>rd</sup> Floor Training Room**