



Glenwood Springs Tourism Promotion Board Meeting

March 11, 2021 – 02:00 PM - 04:00 PM

Online Zoom meeting due to COVID-19 restrictions (call-in information was publicly posted)

Tourism Board Members:

Krissy Clary, Chair, Colorado Ranch House – Restaurant
 Nancy Heard, Vice Chair, Glenwood Caverns Adventure Park – Tourism
 Scott Dyer, Treasurer, Best Western Antlers – Lodging
 Patrick Drake, Blue Sky Adventures – Citizen/Resident
 Sharon Brady, Cooper Wine and Spirits – Citizen/Resident
 Taylor James, The Hotel Colorado – Lodging
 John Goss, Glenwood Vaudeville Revue – Tourism
 Mike Mercatoris – GSCRA Board Representative
 _____ - Citizen/Resident
 Paul Stepp, City Council Representative – Ingrid Wussow, Alternate City Council Representative
 Alternate Board Members: Lindsay Ball, Suzanne Emery, Heather Montross-Cowan

Tourism Board Present / Tourism BOD Absent / GSCRA Staff & Guests Present

TPB Present	TPB Absent	Staff	Guests
Scott Dyer Krissy Clary Patrick Drake Sharon Brady John Goss Nancy Heard Paula Stepp, City Council Ingrid Wussow, Alt City Council Alternate TPB: Suzanne Emery Lindsay Ball, Heather Montross-Cowan	John Goss Mike Mercatoris	Lisa Langer Heidi Pankow Angie Anderson Jackie Kaminski, GS Visitor Center staff City Staff Matt Nunez, COGs Econ Dev Specialist	Lindsey Lewis, Glenwood Hot Springs Resort

2:04 PM ~ Call Meeting to Order: Krissy Clary, Chair

There were no declared conflicts of interest.
 Krissy welcomed new & alternate members of the Tourism Promotion Board and gave a briefing on board protocol, emphasizing Sunshine Laws and Opening Meetings procedures.

Nancy Heard moved to approve Tourism Promotion Board meeting minutes of February 11, 2021. Scott Dyer seconded, and the motion carried.

2:19 PM ~ CO Tourism Office Presentation: Lisa Langer, Director of Tourism Promotion presented a CTO overview of how the tourism office managed during COVID and compared Glenwood Springs to other areas in the state, highlighting that our community fared better than many other front range and mountain towns.

2:29 ~ Visit Colorado Instagram Takeover – Heidi Pankow, Tourism Promotion Project Manager gave an overview of the recent Glenwood Springs Instagram Takeover on Colorado.com. Visit

Glenwood Springs posted 16 posts and multiple stories, with a total of 48,375 post likes and 9,573 likes on the most popular posts. She showed screen shots of the top four performing posts from the weeklong takeover.

2:23 PM ~ Tourism Department Update

- **Hanging Lake PR & Web Updates** – Lisa explained that Visit Glenwood took the lead to produce the Hanging Lake Reservations/Hiking announcement press release on behalf of the forest service, City of Glenwood Springs and CDOT. Heidi and Lisa have updated the Hanging Lake page on VisitGlenwood.com in preparations for the April 1st launch of this year's reservations.
- **Go West Summit** – Lisa had 27 appointments in this virtual, international sales summit. The majority of those appointments were with tour operators and the highlight of most of those calls was the new Rocky Mountaineer route. Lisa mentioned that there is a need for more Glenwood Springs hotels to work with receptive operators. CTO has promoted the new Rocky Mountaineer route through Trail Finders Travel Agency in the UK (CTO paid \$7,500 and Trail Finders matched for a full-page ad).
- **Motherlode Giveaway** – Heidi updated the board on the stats from the Motherlode Giveaway survey. There were more than 1300 participants, 12 winners were randomly chosen to win \$1,000 each in Glenwood Gold (these were sent via certified mail). Data from the survey included age range, times of year people liked to travel, what types of lodging they favored and what activities they liked to do while on vacation. The majority of participants were from Colorado, but almost every other state was represented.
- **Glenwood Love Campaign** – Heidi explained the social media campaign through the month of February, in which six people who shared their stories of Love in Glenwood Springs were awarded \$100 each in Glenwood Gold.
- **Spring Campaign Elements** – Heidi reviewed the spring creative including Expedia page, Pandora advertising, share-through ads, Colorado.com FB co-op advertising, video for social and pre-roll.
- **Media Exposure** – Lisa gave an overview of the recent media visits and articles, including a reporter who interviewed Lisa for a story in the Seattle Times that will highlight the successful Glenwood Gold Visitor Stimulus program. CTO has repurposed Thorsten Broenner's cycling article for a major biking publication in the German market. Thorsten called us the "Cradle of Tourism in the Rocky Mountains."
- **CTO & Frontier Airlines Promo** – Lisa mentioned that Visit Glenwood has been contacted to participate in an Earth Day promotion through Frontier Airlines. Glenwood Springs will provide a vacation package for this contest/promotion but will not have any cash outlay for the marketing efforts. More info will be provided soon.

2:55 PM ~ Tourism Promotion Board Makeup

The board had a length discussion about the current makeup of the Tourism Promotion Board and what they'd like to propose to city council for cleaning up some of the language and making the board seats more inclusive.

Nancy Heard moved that Lisa Langer present the following recommendation to city council for their consideration. Krissy Clary seconded, and the motion carried unanimously.

Tourism Promotion Board: *For City Council Consideration*

a. Two (2) representatives from tourism-related businesses located within the city;

- b. Two (2) representatives from lodging businesses located within the city;
- c. One (1) representative from restaurant or retail businesses located within city;
- d. One (1) representative from the Glenwood Springs Chamber Resort Association; and
- e. Three (3) citizens, who are residents of the city, that may have a financial interest in a tourism-related business.

(The highlighted area is the recommended change.)

3:46 PM ~ Lisa reminded the board about the joint session with city council set for Thursday, March 18 from 3:15-4 p.m. and encouraged members to participate.

3:50 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion