



Glenwood Springs Tourism Promotion Board Meeting

May 13, 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
- Mike Mercatoris – GSCRA Board Representative
- _____ - Tourism
- _____ - Citizen/Resident

Charlie Willman, City Council Representative – Paula Stepp, Alternate City Council Rep.

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 Mike Mercatoris Nancy Heard Taylor James Charlie Willman, City Council Alternate TPB: Lindsay Ball, Heather Montrose-Cowan, Suzanne Emery		Lisa Langer Heidi Pankow Jackie Kaminski Sara Schell City Staff Steve Boyd, COGS COO Matt Nunez, COGs Econ Dev Specialist	

2:01 PM ~ Call Meeting to Order: Krissy Clary, Chair

There were no declared conflicts of interest.

Sharon Brady moved to approve Tourism Promotion Board meeting minutes of April 8, 2021. Scott Dyer seconded, and the motion carried.

2:03 PM ~ Tourism Promotion Fund Overview – Lisa Langer, Director of Tourism Promotion, set the stage with an overview of how and when the accommodations tax receipts are collected and what portion of the overall receipts are utilized for the calendar annual tourism promotion budget. She also explained that 7.5% of the collected receipts are used by the city's Financial Advisory Board for grants to tourism related event hosting, with \$50 thousand of that portion transferred into the city's general fund for the annual 4th of July events. Steve Boyd, Chief Operating Officer for City of Glenwood Springs, gave a report on the Tourism Promotion Fund Reserves. Steve explained the 15% reserve that is kept each year and what is left above that amount for council allocation back to the Tourism Promotion Budget when

appropriate/requested for special projects. For 2021, all of the reserves, save the 15% has been allocated to bolster the Tourism Promotion Budget following a year of COVID lodging tax losses. Steve indicated that he would encourage council to resist appropriating the \$154,504 that they had earmarked for uses other than tourism promotion in the 2020 budget. This amount represented 10% of the overall accommodations tax receipts generated from September 1 through August 31 of 2019. If council appropriated that amount, the tourism fund would be in the red. The board asked that Nancy Heard and Scott Dyer set up a follow-up meeting with Steve and Lisa to discuss Tourism Promotion Fund and Budget in greater detail.

2:25 PM ~ CTO's Restart Destination Program – Heidi Pankow, Tourism Promotion Project Manager, explained how the program may benefit Glenwood Springs. Through the Restart Destinations Program, 32 Colorado tourism destinations will be selected to participate in a one-day action planning workshop. (*Workshops are expected to begin in fall 2021 and technical assistance is expected to be completed by June 30, 2022*). Visit Glenwood will apply prior to the June 17 deadline. If awarded VG would receive:

- A full-day action planning workshop to build awareness of the near-term recovery recommendations from the Colorado Roadmap to Recovery (map out a recovery action plan).
- 75 hours of customized technical assistance to identify and implement tactics in the destination's recovery action plan.
- \$10,000 in Colorado Tourism Office Marketing support (no match required).

2:40 PM ~ Tourism Promotion Department Report: Lisa & Heidi

Hanging Lake Media Day, April 29. Lisa presented first month reservation stats as follow:

1. Peak Season Permits Reserved: 22,981 (20% of availability)
2. *During May, weekends are mostly sold out except 6:30 AM & 5:30 PM*
3. Latest Reservation: October 31 (last day of Peak Season)
4. Colorado Residents make up: 75% of total Reservations.
5. International Hikers: 56 Hikers (19 Reservations)

Rocky Mountaineer Update. Lisa continues to assist with marketing of the new *Rockies to the Red Rocks* route. The latest was a presentation made with RM sales manager, Josh Mahon to a Direct Travel virtual consumer show.

Colorado Scenic Byways Symposium. As part of her regional commissioner duties, Heidi helped plan and execute the successful Glenwood Springs event, May 5-7. The conference had both in-person and virtual participants totaling 86. Attendees were from Colorado, Minnesota, Ohio, California, North Carolina, Washington DC, Hokkaido Japan

Frontier Airlines "Earth Day" Promo. This has been delayed to a future date and will be a Green or Sustainability promotion when it launches. CTO and Frontier will keep us posted.

Glenwood Springs Customer Service Training. There are still spots available in both the morning and afternoon sessions. The event will be held at the Hotel Colorado and is sponsored by the hotel, the City of Glenwood Springs and the Glenwood Springs Chamber Resort Association.

CTO Concierge Challenge. Lisa mentioned that in conjunction with the in-person training, she has encouraged GS tourism industry partners to have their staffs complete this online training.

Tourism Promotion Board adjustment/appointments will be revisited by council on May 20.

3:02 PM ~ Board & Staff Roundtable

3:12 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion