



Glenwood Springs Tourism Promotion Board Meeting

June 10, 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/Retail
 Nancy Heard, Vice Chair, Glenwood Caverns Adventure Park – Tourism
 Scott Dyer, Treasurer, Best Western Antlers – Lodging
 Suzanne Emery, Iron Mountain Hot Springs – Tourism
 Taylor James, The Hotel Colorado – Lodging
 Patrick Drake – Citizen/Resident
 Sharon Brady – Citizen/Resident
 Heather Montross-Cowan – Citizen/Resident
 Mike Mercatoris – GSCRA Board Representative
 Charlie Willman, City Council Representative – Paula Stepp, Alternate City Council Rep.

TPB Present	TPB Absent	Staff Present	Guests Present
Krissy Clary Scott Dyer Patrick Drake Heather Montrose-Cowan Nancy Heard Taylor James Charlie Willman, City Council Paula Stepp, Alt. City Council	Suzanne Emery Mike Mercatoris Sharon Brady	Chamber Staff: Lisa Langer Heidi Pankow City Staff: Jenn Ooton, COGS Matt Nunez, COGS Bryana Starbuck, COGS	Lauren Bryan, XUMA Communications

2:02 PM ~ Call Meeting to Order: Krissy Clary, Chair

There were no declared conflicts of interest.

Patrick Drake moved to approve Tourism Promotion Board meeting minutes of May 13, 2021.

Scott Dyer seconded, and the motion carried.

2:04 PM ~ Tourism Promotion Board adjustments/appointments – Lisa Langer, Director of Tourism

Promotion, shared that City Council approved the change the three citizen seats in city code to “may” have an interest in a tourism business. She also welcomed former alternates Suzanne Emery to a Tourism seat and Heather Montrose-Cowan to a regular Citizen seat. Lisa reported that Lindsay Ball has resigned from the Glenwood Hot Springs Pool, so will no longer serve as an alternate to the Tourism Promotion Board.

2:08 PM ~ Tourism Promotion Fund Update – Scott Dyer, Treasurer updated the board on the

meeting with Steve Boyd. In accordance with Steve’s recommendation, City Council voted not to appropriate \$156,264 from the TPF reserves this year, so the tourism promotion budget will not go into the red in 2021. He stated that current occupancy is now much higher than 2019 and that the budget should be robust for 2022. Nancy Heard complimented Lisa on her “excellent stewardship” of the tourism promotion budget/fund. She reiterated that “no good deed goes unpunished” in reference to prior council utilization of a portion of the TPF reserves, indicating that the fund reserve had been building up over the years and city council had chosen to utilize

a portion for purposes other than destination promotion. Nancy explained that in the meeting with Steve Boyd, he suggested that the board identify uses from the Tourism Promotion Fund that would be more acceptable to the board other than uses such as “maintenance.” Scott suggested that this issue be added as an agenda item for an upcoming board meeting. Both councilors Charlie Willman and Paula Stepp reiterated their beliefs that reserves are very important and that rebuilding a strong reserve for tourism promotion is necessary. Lisa reminded the board that the 2021 calendar-year budget was approved with utilization of up to \$300,000 from TPF reserves. Although the reserves have been depleted through the 2021 calendar-year budget, the TPF reserves maintain 15% as mandated through city code.

2:19 PM ~ CTO’s Restart Destinations Application – Lisa explained that this grant application has been submitted through the state’s OEDIT site. There were three letters of support along with the application from City of Glenwood Springs, Glenwood Springs Chamber Resort Association and Glenwood Adventure Park. We did not have to get specific with all the details, but we identified collaborations within the community and expressed the need for a diversified tourism workforce. Heidi Pankow, Tourism Promotion Project Manager, explained what Visit Glenwood Springs would receive if awarded:

- 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 with a qualified mentor to identify and implement tactics in the destination’s recovery action plan.
- \$10,000 in Colorado Tourism Office Marketing support (no match required).

2:25 PM ~ Winter Spring Marketing Review – Lauren Bryan, Media Supervisor, XUMA Communications, went through the highlights of first quarter marketing campaigns and explained impacts including impressions by demographic. She noted that “empty nesters” grew across most platforms. Lauren then presented the agency creative through the first quarter.

2:43 PM ~ Tourism Promotion Department Report: Lisa & Heidi

Rocky Mountaineer Update. CTO coordinated a meeting with us and Visit Denver to discuss all the various team members with whom we’ve had communications. Lisa had lunch with the new lead station manager, Brittany Richardson. She mentioned that Rocky Mountaineer has hired a local station manager and will be hiring about six Glenwood Springs hosts who will greet passengers upon arrival and help guide/acclimate them to the community. Lisa & Heidi are working together to plan a welcome celebration for the inaugural train arrival on August 15.

Roaring Fork Valley Survey (with SkiCo). Glenwood Springs is partnering with SkiCo and other destinations in the Roaring Fork Valley for a visitor-facing survey. Lisa, Heidi and Angie Anderson have helped with the survey questions related to Glenwood Springs.

August Groups. The MG Car Rallye and a Yamaha Motorcycle group will be in Glenwood Springs the last weekend in August. This is the 69th MG Rallye in Glenwood Springs. They usually come in June (they didn’t come at all in 2020). Lisa helped coordinate the Yamaha group’s lodging and Saturday night steak dinner (she knows the group’s leader).

CADMO Retreat. The Colorado Association of Destination Marketing Organizations annual retreat is currently underway in Aurora. Lisa will attend following the meeting.

Roaring Fork Valley Sustainability Council. Heidi reported the first meeting with this valley-wide collaboration. The group has jointly applied for the CTO’s Restart Destinations grant. The council

will address sustainable tourism values/processes including environmental impacts and visitor sentiment.

Updates to Industry Partner websites. Heidi is providing content for partner websites on which we have pages. One example is Tour Colorado's new website.

2:54 PM ~ Board & Staff Roundtable

3:12 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion