



**Glenwood Springs Tourism Promotion Board Meeting**

**August 12, 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.

<b>TPB Present</b>	<b>TPB Absent</b>	<b>Staff Present</b>	<b>Guests Present</b>
Krissy Clary Scott Dyer Patrick Drake Taylor James Heather Montrose-Cowan Nancy Heard Suzanne Emery Mike Mercatoris Charlie Willman, City Council Paula Stepp, Alt. City Council	Sharon Brady	Chamber Staff: Lisa Langer Heidi Pankow Jackie Kaminski  COGS Staff: Steve Boyd Matt Nunez Jenn Ooton Bryana Starbuck	

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

There were no declared conflicts of interest.

**Scott Dyer moved to approve Tourism Promotion Board meeting minutes of July 8, 2021. Patrick Drake seconded, and the motion carried.**

**2:04 PM ~ Director of Tourism Promotion Annual Evaluation – Angie Anderson, GSCRA President &**

CEO reported that Lisa Langer’s annual evaluation was conducted with Krissy Clary’s assistance and that Lisa received a glowing report. Angie reminded the tourism promotion board that, although the tourism promotion contract is between the Chamber and City, Lisa is employed by the Chamber. Krissy thanked Lisa for her efforts and mentioned that the evaluation was conducted in conjunction with the tourism promotion budget cycle.

**2:09 PM ~ 2022 Tourism Promotion Budget Review and Approval – Scott Dyer, Treasurer took the**

board through the budget with Lisa’s assistance. Scott and Nancy Heard, Vice Chair highlighted the \$100,000 emergency contingency line item and explained that this amount is necessary to be able to quickly react and shift marketing communication/efforts in the eventuality of continued pandemic or closures of Interstate 70.

Steve Boyd, COGS Chief Operating Officer, said that he agrees with our figures and that the 2022 tourism promotion budget looks good. He added that the additional marketing push last year “put a floor on the last 12-months” of the city’s economy.

**Krissy Clary moved to approve the 2022 budget as submitted. Nancy Heard seconded and the motion passed unanimously.**

**2:20 PM ~ Disaster Communications & Partner Outreach** – Lisa outlined the emergency collaboration with the city, chamber and industry partners to communicate that Glenwood Springs is open and accessible. She highlighted the numerous interviews with front range media outlets, industry partner & business outreach, the cash for gas social media campaign that ran during the I-70 closure which offered a \$25 rebate in Glenwood Gold for travelers who presented their gas receipts at the Glenwood Springs Visitor Center, the Road Trippin’ blog that included a Spotify playlist, and partner tips for canyon closure messaging. She also mentioned the difficulty with CDOT and Google maps during the first week of the closure and thanked Bryana Starbuck for taking the lead to get those issues remedied.

**2:33 PM ~ Marketing Adjustments and NEW Markets with Additional Funding** - Lisa reported that in the collaborative communications meeting, when it was mentioned that we’d shifted fall marketing to western markets, the city offered \$40,000 to use for an additional and more immediate marketing push. The caveat to receipt of this special funding is that a fourth of the amount must be spent in the Hispanic market. Lisa outlined the plan for that incremental spend to start in days, which will include online, radio, digital programmatic and television to saturate the markets in Grand Junction and Salt Lake City. The creative/messaging for this buy will focus on enjoying the last weeks of summer.

**2:45 PM ~ Rocky Mountaineer Inaugural Welcome Celebration/Photo Contest** - Lisa gave a rundown of the schedule of events and invited the group to join in the festivities. She mentioned that the city’s Rocky Mountaineer Day proclamation will be framed along with a commemorative postcard that will be presented to Peter Armstrong, founder of the Rocky Mountaineer. Media will be present and there will be media aboard as well. Heidi Pankow then told the board about the Crowdriff partnership that she instigated with Visit Denver and previously with Discover Moab. The Latter had to drop out due to a political conflict.

**2:52 PM ~ Tourism Promotion Department Report:** Lisa reported that Visit Glenwood Springs was awarded the CTO Restart Destinations Grant and mentioned that Matt Nunez, who was on the core group for this grant will be leaving the city for a new adventure with the state’s outdoor recreation department. Scott Dyer volunteered to take Matt’s place on the core group. The Carbondale Chamber was also awarded a Roaring Fork Valley restart destinations grant for a tourism sustainability council. Both Lisa and Heidi are part of this new council. Thanks to Matt for nominating Visit Glenwood Springs for a Governor’s Tourism Conference award for the Glenwood Gold Visitor Stimulus program.

**2:59PM ~ Board & Staff Roundtable**

***Lisa reminded the group that the next meeting will be held Wednesday, September 15 from 10 a.m. to Noon, IN-PERSON, in the City Hall 3rd Floor Training Room***

**3:17 PM ~ Adjournment**

Respectfully submitted,  
*Lisa Langer, Director of Tourism Promotion*