



Glenwood Springs Tourism Promotion Board Meeting
September 15, 2021 – 10:00 AM - 12:00 PM
Meeting Location – GS City Hall, 3rd Floor Training Room (in-person with call in option via Zoom)

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 Sharon Brady (Z) Taylor James (Z) Heather Montrose-Cowan Suzanne Emery (Z) Mike Mercatoris (Z) Paula Stepp, Alt. City Council	Nancy Heard Patrick Drake Charlie Willman, City Council	Chamber Staff: Lisa Langer Heidi Pankow Angie Anderson (Z) COGS Staff: Jenn Ooton Bryana Starbuck	

10:01 AM ~ 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 August 12, 2021.

Heather Montrose-Cowan seconded, and the motion carried.

10:03 AM ~ Tax Questions & the Affordable Housing Issues – Angie Anderson, President & CEO, explained the recent questions regarding tourism tax initiatives brought forth by city council. At the last city council meeting, several people spoke to the affordable housing issues and how the new tax questions might be utilized to solve these issues. A majority of citizens before council spoke to the speed of these proposed ballot questions and the worry as to the timeline. Council voted not to add these questions to the November 2021 ballot. Paula Stepp said that the city council wants to see something on the ballot in 2022 and mentioned that tourism board members or chamber representation should be involved in the conversation. Jenn Ooton said that currently the housing commission has been tasked with creating a committee that will include non-profit representation.

10:15 AM ~ Hanging Lake Updates – Lisa Langer, Director of Tourism Promotion informed the group as to communications and website updates since the news of the Hanging Lake trail's damage due to mud and debris flows. Hiking permits have obviously been canceled, those who

don't request refunds are automatically donated to the USFS Hanging Lake restoration fund. So far, a number of permits have been donated to the forest service foundation to help with trail restoration. The Hanging Lake page on VisitGlenwood.com explains the current situation with the trail and includes a link to the forest service foundation for donations to the cause.

10:22 AM ~ Creative for Incremental Marketing Buy & Fall Campaigns – Lisa highlighted the digital, radio and TV ads (in both English and Spanish) that ran mid-late August during through the I-70 closure and beyond. She also showed the fall imagery and ads currently running.

10:35 AM ~ Tourism Promotion Department Report – Lisa Langer and Heidi Pankow

- **Rocky Mountaineer Inaugural Welcome Celebration** – Lisa and Heidi gave an overview of the day's schedule and the success of the event. The community turned out in great numbers and the city of Glenwood Springs was instrumental in helping with set-up and coordination.
- **Restart Destinations Invitation to Participate** – The all-day CTO workshop has been arranged for Tuesday, October 12 at Morgridge Commons. There will be 20-25 participants from tourism sectors across the community, from the White River Forest, CDOT and from the city of Glenwood Springs. Core committee members from the tourism promotion board include Suzanne Emery and Scott Dyer. Lisa will send invitations to a few of the board members who are not on the core committee.
- **Argus Reisen (German CTO Co-op)** – This co-op through the CTO's German in-market representation has been enhanced due to the long delay (Visit Glenwood had signed up to participate pre-COVID travel restrictions). Now the campaign will be inspirational to include an interactive map of the US with clickable partner destinations. Glenwood Springs has four slides with photos and information on the map. We will also be included in a German E-newsletter through Argus Reisen.

10:50 AM ~ Board & Staff Roundtable

11:00 AM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion