



**Glenwood Springs Tourism Promotion Board Meeting**  
**October 14, 2021 – 2:00 PM - 4:00 PM**  
**Meeting Location – GS City Hall, 3<sup>rd</sup> Floor Training Room**

**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 Thulson, 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 Sharon Brady Taylor Thulson Suzanne Emery Charlie Willman, City Council	Nancy Heard Patrick Drake Heather Montrose-Cowan Mike Mercatoris	Chamber Staff: Lisa Langer Heidi Pankow Angie Anderson  COGS Staff: Jenn Ooton	Ken Murphy

**2:03 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 September 15, 2021. Taylor Thulson seconded, and the motion carried.**

Ken Murphy asked to address the board. His comments were regarding the Glenwood Springs Visitor Center winter schedule. He thinks the VC should be open based on the number of visitors in town, not the number of visitors who actually come into the visitor center. He strongly believes that weekends should take priority over weekdays. The board will add this as an agenda item at the next meeting.

**2:10 PM ~ Destination Recovery Workshop** – Lisa Langer, Director of Tourism Promotion & Heidi Pankow, Tourism Promotion Project Manager kicked the conversation off with thanks to the group who attended and asked those attendees present to share their thoughts. Suzanne Emery was happy with the opportunities that were brought to the table; Krissy Clary liked that this was not a 30,000-level visioning process and that there were actionable items that could be tackled immediately. Krissy shared the first action item she wants to see – change name from Tourism Promotion Board to Tourism Management Board. She sees this as a fast and no-cost step to help

advocate for the value of tourism and shift the community sentiment about tourists. Jenn Ooton said that she is interested in how CTO will incorporate workshop results into priorities. Angie Anderson likes the use of the term “guest” instead of tourist. She believes “guest” has a much more positive association and can further help with public perception. Charlie Willman was happy to see that shoulder season economics are improving year-over-year and he too would like to see local messaging change to create a more hospitable attitude toward visitors. He'd also like to see an activation to engage the service industry workforce to shift from seasonal to year-round residency.

Next Steps: The board decided to act on one of the items brought up by Krissy Clary.

**Sharon Brady made a motion to request that city council change the name of the board to Tourism “Management” Board. The motion was seconded by Suzanne Emery and passed unanimously.**

*Lisa Langer was asked to present this request to Charlie Willman, City Council liaison for consideration at the October 21, 2021, council meeting.*

**2:23 PM ~ Tourism Promotion Budget Conversations** – Charlie Willman explained that several items have come up that involve possible reductions to the tourism promotion budget. Initially this was brought up at a city council work session. The current 7.5% of the Tourism Promotion Fund (TPF) is used by the Financial Advisory Board (FAB) with \$50K moved from that amount into the city's general fund for 4<sup>th</sup> of July and New Year's Eve events. The city chief operations officer was asked to create several scenarios in which the formula could change from the current 92.5/7.5 split to an 85/15 and an 80/20. Likewise, the city attorney was asked to draft sample resolutions that would change the formula. It was unclear as to whether the city council intended the extra 15 or 20 percent to be combined with the 7.5% that already comes out of the total TPF or whether the overall resolution would be replaced with a new formula. There are two additional items that may be taken from the TPF: \$25K (to match \$25K from DDA) for a circulator (transportation) study and \$100K for a tourism management study.

**2:45 PM ~ Breaking the Band** – Heidi Pankow gave the board an overview of the reality TV show that will be filming in Glenwood Springs next month. Visit Glenwood has put down a \$500 deposit to secure two concerts. Colorado Mountain College will be financing their concert at the new field house on the Spring Valley Campus on Tuesday, November 16. Lisa Langer was able to secure \$3,000 in sponsorships for the concert that will take place at the Vaudeville theatre on Wednesday, November 17. Visit Glenwood Springs and the GSCRA will assist with the marketing of these concerts. Any money from the door will be donated to the USFS Foundation for the restoration of Hanging Lake Trail.

**2:52 PM ~ CTO Social Co-op Results** – Heidi Pankow showed results of recent CTO co-op and talked about the upcoming Colorado.com Instagram takeover.

**3:00 PM ~ Incremental Marketing Results** – Lisa Langer went through slides provided by XUMA that outlined the August campaign. It showed that the Spanish translated ads were very well received. Heidi added that Google Ads were also translated and that Spanish translated ads will be incorporated into campaigns going forward.

Jenn Ooton asked where the digital ads were directed. There is a Spanish landing page on VisitGlenwood.com. The conversation then progressed to creation of a VisitGlenwood.com family-focused blog that will incorporate the holiday activities and will be translated into Spanish by the city. Both Suzanne Emery and Taylor Thulson will provide details of the holiday happenings of the Caverns and Hotel Colorado to incorporate into this blog.

**3:15 PM ~ Tourism Promotion Department Report** – Lisa Langer and Heidi Pankow briefed the board on the following items:

- Rocky Mountaineer Media Visits coming up on Oct. 20 / Lisa aboard the train to provide GS inspiration to travel sales agents (Oct. 11, 18, 25)
- Craig Oliver, Editor – Spas of America (recent visit)
- Argus Reisen (German CTO Co-op) Interactive Map (Lisa sent the link)
- Dirk Rohrbach, German Journalist (we connected him with a horse whisperer)
- Anina Grasso, Director of Travel Experiences Development - Destination America (visited to develop a new experiential tour that will incorporate GS)
- GovCon 2021 (Nov. 3-5), Includes: CADMO, IPC, Tour CO, Scenic Byways meetings. Heidi and Lisa will attend in person in Pueblo.
- Visit Glenwood Top Three in running for Governor's Award for Outstanding Community Tourism Initiative (Glenwood Gold Visitor Stimulus). Lisa was asked for video of shops, dining and lodging of GS for a GovCon video that is being produced. We hope this is a good sign! Fingers crossed!

**3:30 PM ~ Board & Staff Roundtable**

**3:40 PM ~ Adjournment**

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