



Glenwood Springs Tourism Promotion Board Meeting
November 11, 2021 – 2:00 PM - 4:00 PM
Meeting Location – GS City Hall, 3rd 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.

TPB Present	TPB Absent	Staff Present	Guests Present
Krissy Clary Scott Dyer Patrick Drake Taylor Thulson Suzanne Emery Charlie Willman, City Council	Nancy Heard Sharon Brady Heather Montrose- Cowan Mike Mercatoris	Chamber Staff: Lisa Langer Heidi Pankow Angie Anderson COGS Staff (*NEW): Jenn Ooton Bryana Starbuck *Danielle Campbell, COGS EconDev Specialist *Steve Fredrick, COGS Rec Dept.	Justine Smith, GS Station Manager for Rocky Mountaineer

2:07 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 October 14, 2021.

Taylor Thulson seconded, and the motion carried.

2:10 PM ~ Visitor Center Update

– Angie Anderson, President & CEO, GSCRA met with Ken Murphy following the October tourism board meeting. At last meeting, Ken expressed his concerns over the Glenwood Springs Visitor Center winter hours (particularly that the VC is closed on Saturdays). Angie explained that the contract with the city was cut, budget-wise, by \$40K for 2021, thus necessitating the weekend closures during shoulder season. Angie explained that some weekend hours will be added during the holiday season.

Angie added that Glenwood Springs Winter Wonderland events and activities are being gathered by Chamber staff. Winter Wonderland will be similar to “Berry Special Weekend” and will start on Thanksgiving weekend and go through New Year’s Day. Mike Picore of Bay Equity hatched this idea and is determined to help businesses decorate for the holidays.

2:13 PM ~ Tourism Management Budget Resolution – Charlie Willman, City Council Liaison Council unanimously agreed to adopt a resolution to split accommodation tax receipts 85-15% (previously 92.5-7.5%). The new resolution will state that 85% of the receipts will go to the tourism marketing budget and 15% will be used for FAB tourism event grants and other tourism-related impacts. No additional budget allocations from the Tourism Fund will be made at this time.

2:15 PM ~ 2022 Tourism Management Budget – Lisa Langer, Director of Tourism reviewed the changes to the 2022 tourism marketing budget. There were two amendments made to the budget as a result of council's resolution to change the percentage. Contingency for Emergencies (fires, pandemics, I-70 disasters) of \$100K was cut as was \$5,000 for a customer service trainer.

2:18 PM ~ Revisit Mission Statement – Lisa mentioned that it would be wise to adjust the mission statement based on the name change to Tourism Management Board that was unanimously adopted by city council. The mission should reflect what the board and staff are currently doing. This discussion will be put on the December agenda. Lisa asked that board members submit ideas via email.

2:21 PM ~ Roaring Fork Valley Destination Recovery Workshop – Heidi Pankow, Tourism Project Manager reviewed the major outcomes of the workshop. The group was made up of visitor bureaus from each community in the valley – Aspen, Snowmass, Basalt, Carbondale and Glenwood Springs. Takeaways include the formation of the Roaring Fork Valley Destination Alliance. Two primary directives have been outlined: Collaboratively communicate the Value of Tourism and support sustainable visitation throughout all our destinations.

2:33 PM ~ Tourism Promotion Department Report: Lisa & Heidi

- Rocky Mountaineer - Lisa jumped aboard the Rocky Mountaineer on three Monday's during the month of October to welcome Rocky Mountaineer Sales Staff & other Travel Agents/Tour Companies and gave a brief introduction to Glenwood Springs. Justine Smith, GS station manager reported that a local winner was chosen to receive two RM trips for participating the "Wave Off" contest. She also reported that the Rocky Mountaineer project team is busily preparing for a longer stay in Glenwood Springs next year. The final train for this year's schedule will depart GS on November 19.
- Adam Graham, Media Visit – CTO Switzerland-based freelancer for Wall Street Journal visited Glenwood Springs on Thursday, Nov. 4. He was hosted by Iron Mountain Hot Springs
- Holiday Blog ready for publication in both English and Spanish (Monday, Nov. 15). Thanks was given to the city staff for facilitating the Spanish translation.
- Breaking the Band Concerts to benefit Hanging Lake Trail restoration set for Tuesday, Nov. 16 at CMC and Wednesday, Nov. 17 at the Vaudeville theatre. Sponsors for Wednesday's concert are Bay Equity, Title Co. of the Rockies and Bank of Colorado.
- GovCon 2021 – Visit Glenwood Springs won Governor's Award for Outstanding Community Tourism Initiative for the Glenwood Gold Visitor Stimulus. Lisa brought the award to the meeting.

2:46 PM ~ Board & Staff Roundtable

3:11 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion