



Glenwood Springs Tourism Promotion Board

Vision: *Be the preferred regional tourism destination.*

Mission: *To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.*

AGENDA

Thursday, September 12, 2019

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes August 8, 2019

Approval of Tourism Promotion Special meeting minutes August 12, 2019

2:03 PM ~ City Council Budget Presentation – Trent Blizzard, Chair & Lisa Langer, Director of Tourism Promotion

2:15 PM ~ City Council, TPB, DDA Ad Hoc committee & Chamber Visioning committee meetings – Angie Anderson, President & CEO, GSCRA

2:30 PM ~ Tourism Promotion Marketing Plan 2020 – Lisa

2:45 PM ~ October Board meeting timing – Lisa

3:00 PM ~ Department Update – Lisa Langer, Director of Tourism Promotion & Marlene Neidert, Tourism Promotion Project Manager

- Texas Media Campaign Highlights / Fall Creative Updates
- Meltwater PR-Ninja Platform the latest and greatest
- AmericArt Documentary Filming
- Michelle Waller influencer visit & China Trade FAM
- "Tourism Money Grabs" panel at CO Governor's Tourism Conference
- Hanging Lake presentations/off-peak season reservations announcement

3:20 PM ~ Board/Staff Roundtable (Updates)

3:30 PM ~ Adjournment