



**Glenwood Springs Tourism Promotion Board Meeting**  
**January 9, 2019 – 2:00 p.m. - 4:00 p.m.**  
**Location: City Hall, Council Chambers, Glenwood Springs**

**Tourism Board Members:**

Trent Blizzard, Chair, Blizzard Press – GSCRA Board Representative  
 Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant  
 Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism  
 Scott Dyer, Best Western Antlers – Lodging  
 Jeremy Gilley, Glenwood Hot Springs – Lodging  
 John Goss, Glenwood Vaudeville Revue – Tourism  
 Patrick Drake, Blue Sky Adventures – Citizen/Resident  
 Suzanne Stewart – Citizen/Resident  
 Troy Hawks, Sunlight Mountain Resort – Citizen/Resident  
 Rick Voorhees– City Council Representative / Todd Leahy, CC Alternate

<b>Tourism Board Present</b>	<b>Tourism BOD Absent</b>	<b>GSCRA Staff Present</b>	<b>Guests</b>
Nancy Heard Trent Blizzard Suzanne Stewart Krissy Clary Scott Dyer Troy Hawks Jeremy Gilley Patrick Drake John Goss Jeremy Gilley Rick Voorhees, City Council	Scott Dyer	Lisa Langer Marlene Neidert	

**2:01 PM ~ The board meeting was called to order by Trent Blizzard, Tourism Promotion Chair.**

There were no conflicts of interest.

Jeremy Gilley moved to approve the minutes of December 13, 2018, Patrick Drake seconded, and the motion carried.

**2:03 PM ~ 2018 Tourism Promotion Year-End Budget Wrap – Lisa Langer**

Lisa presented the 2018 budget wrap-up summary. The total tourism promotion marketing budget was \$694,969 (this amount does not include administrative overhead and visitor center costs). Almost the entire marketing budget was spent. Only \$336 was left at yearend and will roll over into TPF reserves.

**2:12 PM ~ Hanging Lake Branding Proposal – Lisa Langer**

The contract for Hanging Lake shuttle provider has not been signed yet. However, to ensure that the community of Glenwood Springs can benefit from the visitors to Hanging Lake, it is important that the city owns assets such as, the Hanging Lake brand, phone number and website traffic.

The booking engine for Hanging Lake permits will be placed on VisitGlenwood.com/HangingLake. This way, visitors can be directed to all our lodging, activity and dining options in addition to their Hanging Lake experience.

On behalf of the city, the tourism promotion department would like to direct XUMA to develop the branding and creative assets for Hanging Lake. To do so, the department requires direction

from the board to request money from the reserves. The tourism promotion board discussed the Hanging Lake branding efforts. They agreed that it is important that the city of Glenwood Springs own the brand and that XUMA should design it, but the board didn't think that the tourism promotion fund should pay for printing of the brochures. They agreed that whoever holds the Hanging Lake shuttle contract should be required to cover the printing costs of the official Hanging Lake brochure.

*Jeremy Gilley made a motion to request \$14,000 from the Tourism Promotion Fund Reserves for development of the Hanging Lake branding and creative assets through XUMA Communications. The motion was seconded by Suzanne Stewart and passed unanimously.*

Lisa will present this request to the city for city council decision.

### **3:05 PM ~ 4<sup>th</sup> Quarter 2018 Dashboard – Marlene Neidert**

Marlene presented the 4<sup>th</sup> quarter tourism dashboard. Website traffic has been up in the YOY comparison. However, there is room for development, and the tourism promotion department is aiming to continue to improve visitglenwood.com.

When it comes to international traffic, it is interesting to mention that the UK has been ahead of Canada for the last six months. The Canadian traffic hasn't dropped but the UK interest seems to be growing. VisitGlenwood Social Media is close to reaching the 2018 goals, but not quite there yet. The board agreed that the goal should be to reach 40k fans on Facebook and 10k on Instagram by the end of the first quarter of 2019.

### **3:12 PM ~ Presentation to City Council – Trent Blizzard**

Trent Blizzard presented the 2018 tourism promotion board efforts to city council on January 3, 2019. The presentation allowed the council some further insight and understanding of the efforts of the tourism promotion department.

Following this well-received presentation, Trent Blizzard asked city council for \$200,000. from the tourism promotion reserve fund to pursue a 2019 Fall/Winter campaign in the Dallas, Texas Market. This request was unanimously approved by city council!

### **3:20 PM ~ Department Update – Lisa Langer & Marlene Neidert**

- **CTO International & Domestic Media Visits**

The TP department hosted a German writer and her family: They went snowmobiling at Sunlight Mountain, soaked at Glenwood Hot Springs and Iron Mountain Hot Springs and stayed in a suite at the Hotel Colorado. Lisa and Marlene met them for dinner and breakfast to share further insight about the destination.

Over the next weeks, we will be hosting a French TV-Media FAM.

- **Upcoming Trade Shows & Summits**

Lisa and Marlene will be attending the International Sportsman Expo in Denver, it's a 4-day consumer trade show. Glenwood Springs will also be represented by Lisa and Marlene at the AAA vacation showcase on the first weekend of February. Lisa will be representing our tourism community at the Go West Summit at the end of February.

- **Partner Reception January 17th at the Vaudeville Revue**

We are hosting a partner reception at the Vaudeville Revue on January 17th. It will include time for networking, insight into the tourism promotion-efforts, previews of our next campaigns and ways to participate.

- **Roaring Fork Restaurant Week**

Glenwood Springs tourism is a sponsor of the first Roaring Fork Restaurant Week, along with Basalt and Carbondale. The restaurant week is being organized by the Post Independent.

### **3:35 PM ~ ~ Meeting Adjournment**

Respectfully submitted,

Marlene Neidert, Tourism Promotion Project Manager