



Glenwood Springs Tourism Promotion Board Meeting
February 14, 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

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

2:04 PM ~ The board meeting was called to order by Trent Blizzard, Tourism Promotion Chair.

There were no conflicts of interest.

Nancy Heard moved to approve the minutes of January 9, 2019, Trent Blizzard seconded, and the motion carried.

2:06 PM ~ Point of Order: Board Etiquette by Trent Blizzard, Tourism Promotion Chair.

Last month some issues concerning the Hanging Lake contract were discussed prematurely. While this is a public meeting, it is still important to remember that we represent a city board and details of everybody's opinion or exact content of debates shouldn't be discussed outside of the tourism promotion board meetings.

2:12 PM ~ Department Update (Review) – Lisa Langer, Director of Tourism and Marlene Neidert, Tourism Promotion Project Manager

A presentation of marketing material and assets that have been produced over the last months:

- Three new videos with spring messaging for a campaign on Front Range TV channels, YuMe, YouTube and social advertising.
 - 30-second versions and 15-second versions available
- One new year-round video for presentations at conferences
- Denver light rail wrap
- Winter E-Blast
- Denver CBS website banner

- Placement on the Altitude Channel during the Nuggets' Games

Lisa and Marlene have attended 2 tradeshows in the last month:

- International Sportsmen's Expo in Denver
- AAA Vacation Showcase in Denver

Partner Reception: Lisa and Marlene hosted a reception and gave a presentation at the Vaudeville Revue to explain to tourism partners what the Tourism Promotion Department does and to explain how tourism partners can participate and promote their businesses with the help of *Visit Glenwood Springs*.

Leadership Program & Tech Summit: Marlene is part of a year-round CTO leadership program. She has also been awarded a scholarship to attend DMA West Tech Summit in Albuquerque, NM in March. The scholarship includes the registration fee and her lodging.

2:39 PM ~ 2019 Asset Review (to date) by Lisa Langer, Director of Tourism.

Visit Glenwood Springs' last video and photo shoot for assets of the town was in 2013. It is important to have fresh photography and videography to be successful in destination marketing. Xuma has hired Affleck Photography to produce new year-round footage and stills of Glenwood Springs. The Tourism Department enjoys working with Jack and his team because, besides the great quality of his work, he is affordable and gives full rights to all the assets created. The entire bill for this year's portion of year-round photos and video footage is \$30,000. (Last fall, Lisa was able to find \$20,000 in the 2018 budget to cover the fall assets.)

Nancy Heard moved to request \$30,000 from TPF reserves to complete the video/photo shoots for 2019, Scott Dyer seconded, and the motion passed unanimously. *Lisa will request this TPF reserves allocation be added to the city council consent agenda for the next council meeting.*

2:59 PM ~ 2019 Department Update (preview) by Lisa Langer, Director of Tourism.

CTO FAM: Le Monde vu du Train is a French TV show that travels the world by train. On their stop in Glenwood Springs, February 27-28, they will be filming at Iron Mountain Hot Springs, the Caverns, have dinner at the Hotel Colorado, overnight at the Hotel Denver and go fly-fishing.

Hanging Lake Communications Meeting: The Hanging Lake shuttle contract will go before council for final approval on 2/21/2019 and we will be part of a media press-conference on Friday 2/22/2019. Starting April 1st, VisitGlenwood.com will be the exclusive website to host the Hanging Lake reservation system.

3:41 PM ~ ~ Meeting Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager