



**Glenwood Springs Tourism Promotion Board Meeting**  
**July 11, 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, The Hotel Colorado – Lodging  
 John Goss, Glenwood Vaudeville Revue – Tourism  
 Patrick Drake, Blue Sky Adventures – Citizen/Resident  
 Suzanne Stewart, Retired - Citizen/Resident  
 Sharon Brady, Cooper Wine and Spirits – Citizen/Resident  
 Paul Stepp, City Council Representative / Rick Vorhees, CC Alternate

<b>Tourism Board Present</b>	<b>Tourism BOD Absent</b>	<b>GSCRA Staff Present</b>	<b>Guests</b>
Krissy Clary Nancy Heard Suzanne Stewart Scott Dyer Jeremy Gilley Patrick Drake  Paula Stepp, City Council	Trent Blizzard Sharon Brady John Goss	Lisa Langer Marlene Neidert Angie Anderson  <b>City Staff</b> Jenn Ooton	Bri Seifert Andrea Blankenship

**2:03 PM The board meeting was called to order by Nancy Heard, Treasurer**

There were no conflicts of interest.

Suzanne Stewart moved to approve the minutes of May 9, 2019, Patrick Drake seconded, and the motion carried. *Note: June meeting was canceled due to schedule conflicts*

2:04 PM ~ Board Introductions to Visitors

**2:07 PM ~ Presentation: How U.S. International Tourism Trends Benefit Colorado & Glenwood Springs**

– Andrea Blankenship, CTO Director of International Tourism and Bri Seifert, CTO International FAM Manager & Partner Relations

The presentation included information about the following topics.

- CTO Overview
- Tourism Economics Data & Seasonality
- Working with Receptive Tour Operators
- Familiarization Tours
- Hot to get Involved
- Research and Market Analyses

\* Krissy Clary, Vice Chair, took over running the meeting

### **3:39 PM ~ City Council Presentation of TPB Goals** – Lisa Langer, Director of Tourism

City council has been working on a new strategic plan for Glenwood Springs. The TPB was asked to present two strategic goals to council. The TPB discussed and decided on two main areas they want to focus. Nancy Heard, Treasurer presented the TPBs strategic goals to city council on July 2<sup>nd</sup>.

1. Embrace and Recognize Glenwood Springs as a Resort Town.

*Continue to grow and recognize tourism as our main economic driver. Support efforts of the tourism promotion board and staff to help our community stay competitive in the industry to benefit local economy. Keep current with marketing trends, support sustainable tourism, protect the tourism nature of Glenwood Springs and keep pace with other neighboring destinations whose budgets are much greater than ours.*

- *Offer advice and be part of the conversation around any new or existing tourism-based funding efforts: "Tourists pay for tourism promotion!"*
- Support development of tourism amenities to help the local economy.  
*For instance, a free shuttle service looping hotels & attractions, partnering with the historical society to provide visitor materials, continuing to provide visitors with local trail information etc.*

2. Communicate more effectively.

*Tourism Promotion Board would like to ensure productive interaction & communication with city council, city staff and other city boards. Work closely with like-minded boards/commissions and staff to enhance the visitor experience. Help city council and staff using the board's and staff's collective expertise when confronted with challenges that affect Glenwood Springs tourism partners and the local economy.*

*For example, conversations involving increased funding mechanisms for tourism promotion, regulations about vacation rentals etc.*

- *Although the TP Budget is too small to fund the prevention of threats to tourism, such as RMR quarry, we hope to be a partner with the city for communication efforts.*
- *The TPB would like to not only attend other city boards and commission meetings but also invite city staff and board representatives to present to the Tourism Promotion Board. That way we ensure we are communicating well and making the best decisions for Glenwood Springs.*

### **3:45 PM ~ Department Update** – Lisa Langer, Director of Tourism Promotion & Marlene Neidert, Tourism Promotion Project Manager

- **Trails Marketing Update, Marlene Neidert**  
*The Trails of Glenwood Springs marketing campaign is performing well. In conjunction with Hanging Lake marketing we have been directing and educating people about other beautiful trails in the Glenwood Spring area. A blog post titled "From Hanging Lake to Red Mountain, the stunning trails of Glenwood Springs" has been published and used as landing page for Newsletters and as landing page for Google Ads and Social Media Ads.*

Mariah Hagan, our social marketing media intern, has been featuring a different trail every week (#TrailsTuesday) and updating photos as well as trail descriptions.

- Chinese Reality TV Show, Rep. of Georgia Presentation, German Media FAM “Western Themed & Chicago Writer Wendy Altschuler, Lisa Langer  
Our eventful weeks of FAM tours were successful. Lisa Langer created and organized these very busy itineraries to ensure maximum inclusive exposure of Glenwood Springs. Many local Tourism Partners helped host these groups: Glenwood Historical Society, Hotel Colorado, Hot Springs Lodge, Glenwood Caverns Adventure Park, Cooper Wine and Spirits, Glenwood Canyon Brew Pub, Colorado Ranch House, Rivers Restaurant and Rafting with Blue Sky Adventures.
- Western States Tourism Policy Committee presentation in Vail, Lisa Langer  
Marcia Gilles, FS Deputy District Ranger, Lisa Langer and Marlene Neidert presented to the Western State Tourism Policy Committee about the Hanging Lake management plan, the partnership, communications and marketing. Mayor Jonathan Godes and Sarah O’Brien, City of Glenwood Springs attended with us.
- Intl’ Receptive Operator training luncheon for lodging/attraction partners -  
Prior to this meeting we hosted a luncheon for lodging and attraction partners. Andrea Blankenship, CTO Director of International Tourism and Bri Seifert, CTO International FAM Manager & Partner Relations, presented with insights into how to work with receptive operators to increase international bookings.
- 2<sup>nd</sup> Quarter Dashboard - Website and Social Media stats are up in the year-over-year comparison and the Visitor Center saw significantly more visitors in June 2019 than in 2018. We attribute the latter to our new sandwich board.

### **3:58 PM ~ Board/Staff Roundtable (Updates)**

### **4:06 PM ~ ~ Meeting Adjournment**

Respectfully submitted,  
Marlene Neidert, Tourism Promotion Project Manager