



**Glenwood Springs Tourism Promotion Board Meeting**  
**August 8, 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>
Trent Blizzard Nancy Heard Patrick Drake Suzanne Stewart John Goss Scott Dyer Sharon Brady	Jeremy Gilley Krissy Clary	Lisa Langer Marlene Neidert  <b>City Staff Present</b> Jenn Ooton	Ian Exelbert, Chair of the Glenwood Springs Chamber

**2:01 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 July 11, 2019, Scott Dyer seconded, and the motion carried.

**2:03 PM ~ City Council Funding Request** – Lisa Langer, Director of Tourism Promotion

During the city council meeting on August 1, 2019 council requested 10% (about \$100,000) of the tourism promotion budget to be made available to help with costs related to the downtown area of Glenwood Springs. Council asked the TPB to make one or two specific suggestions for use of the money. The tourism promotion board discussed a variety of concerns regarding this request.

Nancy Heard made a motion for the TPB to meet on Monday, August 12 at 3 PM the Vaudeville Revue to discuss an official statement and suggestions to this request. Trent seconded, and the motion carried.

**2:30 PM ~ Tourism Promotion Budget 2020** – Nancy Heard, Treasurer and Lisa Langer

A Draft of the 2020 budget was presented. If \$100,000 is taken out of next calendar year's budget it would reduce the "traditional marketing" line item by that amount.

**2:45 PM ~ City Council Request for Opinion on 7<sup>th</sup> Street** – Jenn Ooton, Assistant City Manager

Jenn Ooton explained council's request, the board voted to have the street opened!

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

- Meltwater PR-Platform: We recently purchased a PR platform that helps us find placements in newspapers, broadcasts and blogs from all over the world, with lots of reporting options and the opportunity to directly pitch to journalists.
- Hanging Lake and Trails PR Update: We presented the recent campaign efforts to City Council on August 1, 2019.
- AmericArt Documentary Filming: Over the Labor Day Weekend, we will host AmericArt, a documentary about how people relate to history, art and culture.
- IPW Follow-up: Lisa has followed up with personalized/customized proposals for interested vendors she met with during the international sales summit.
- Fall Creative for TX and CO Campaigns has been approved. The campaign will launch mid-August. Highlights next month.

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

**3:30 PM ~ Adjournment**

Respectfully submitted,  
Marlene Neidert, Tourism Promotion Project Manager