



**Glenwood Springs Tourism Promotion Board Special Meeting
 August 12, 2019 – 3:00 p.m. - 4:00 p.m.
 Location: Vaudeville Revue, 915 Grand Avenue, 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, Retired – Citizen/Resident
 Sharon Brady, Cooper Wine and Spirits – Citizen/Resident
 Paula Stepp – City Council Representative / Rick Voorhees, CC Alternate

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

3:07 PM ~ The board meeting was called to order by Trent Blizzard, Tourism Promotion Chair.
 There were no conflicts of interest.

3:08 PM ~ Discuss and Draft Response regarding City Council Funding Request – Nancy Heard, Treasurer

Nancy reviewed a draft response she had created for this discussion. The board gave input and discussed the many concerns including the following points.

- The intent of the Tourism Promotion Fund as voted for by the citizens of Glenwood Springs, is to provide tourism promotion/marketing to bring visitors and economic growth to the community.
- Tourism Promotion Fund is made up of 92.5% of the overall Accommodations Tax receipts gathered from September 1 through August 31 or the year prior to calendar year budget. The remainder, 7.5%, goes to the City's Financial Advisory Board.
- The tourism promotion board oversees and advises the destination marketing efforts of the tourism department, on behalf of the City of Glenwood Springs. If the City cuts marketing funding, visitation to Glenwood Springs will decrease, accommodations tax will decrease, and sales tax will decrease.

After lengthy discussion, Trent Blizzard moved to recommend to the city council that they take up to \$100,000 from the Tourism Promotion Reserve Fund instead of from the 2020 annual budget for a one-time use. This motion is made with the caveat that the city council work with the Tourism Promotion Board to seek advice for long-term funding solutions that will not include Tourism Promotion Funds. Suzanne Stewart seconded, and the motion carried unanimously.

Krissy Clary made a motion to reinstate the 100-thousand dollars into the 2020 tourism promotion draft budget to increase the Traditional Marketing line item, code 7080. Scott Dyer seconded and the motion carried unanimously.

4:05 PM ~ Meeting adjourned.

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion