



Glenwood Springs Tourism Promotion Board

Vision: *Be the preferred regional tourism destination.*

Mission: *To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.*

AGENDA

Thursday, March 14, 2019

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Welcome New Board Member ~Sharon Brady

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes February 14, 2019

2:04 PM ~ Tourism Promotion Board Overview (mini orientation and reminders) – Lisa Langer, Director of Tourism Promotion

2:25 PM ~ Hanging Lake Communications/Branding Update – Lisa & Marlene Neidert, Tourism Promotion Project Manager

2:40 PM ~ Department Update – Lisa & Marlene Neidert, Tourism Promotion Project Manager

- UK and French February Media FAMs - Marlene
- Social Media Influencer Visits - Marlene
- Go West Summit Review - Lisa
- Upcoming UK & Canadian Media FAMs - Lisa
- 2019/20 Travel Guide – Lisa
- GS Accolades - Lisa

3:00 PM ~ 2019 Retreat? – Board Discussion/Decision

3:15 PM ~ Board Roundtable (Updates)

3:30 PM ~ Adjournment

Next Tourism Promotion Board Meeting

Thursday, April 11, 2019

City Hall Council Chambers, Glenwood Springs