



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, April 11, 2019

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

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

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes March 14, 2019

2:03 PM ~ Quarry Update by Glenwood Springs Citizens Alliance – Jeff Peterson

2:35 PM ~ First Quarter Budget Review – Nancy Heard, Treasurer

2:45 PM ~ Hanging Lake Branding, Launch and Marketing Opportunity – Lisa Langer, Director of Tourism Promotion

3:10 PM ~ Department Update – Lisa

- UK Media FAM - Lisa
- FB Contest winner Ski, Swim, Stay and Social Media Influencer Visit – Hello Mallory
- New Travel Guides
- Western CO Outdoor & Sportsman Expo
- PR Visits to Lodging Properties

3:20 PM ~ Board Roundtable (Updates)

3:30 PM ~ Adjournment

Next Tourism Promotion Board Meeting

Thursday, May 9, 2019

City Hall Council Chambers, Glenwood Springs