



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, May 9, 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 April 11, 2019

2:03 PM ~ Update on Trails/Hanging Lake Marketing Request – Lisa Langer,
Director of Tourism Promotion

2:15 PM ~ New Lodging Design on VisitGlenwood.com – Marlene Neidert,
Tourism Promotion Project Manager

2:30 PM ~ Social Media Growth (influencers, takeovers x 2, contest, CHHSL) –
Marlene

2:50 PM ~ Department Update – Lisa & Marlene

- Canadian Media FAM
- Chinese Reality TV Show
- German Media FAM "Western Themed"
- CTO Update (HL GO Visit, Natl' Tourism Week Award, IPW)
- PR Visits to Lodging Properties
- 1st Quarter Dashboard

3:15 PM ~ Board Roundtable (Updates)

3:30 PM ~ Adjournment

Next Tourism Promotion Board Meeting

Thursday, June 13, 2019

City Hall Council Chambers, Glenwood Springs