



Glenwood Springs Tourism Promotion Board Meeting
January 8, 2020 – 11:00 a.m. - 12:00 p.m.
Location: City Hall, 3rd Floor Training Rm, 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

Tourism Board Present	Tourism BOD Absent	GSCRA Staff Present	Guests
Scott Dyer Krissy Clary Trent Blizzard John Goss Sharon Brady Suzanne Stewart Patrick Drake Shelly Kaup, <i>substitute for Paula Stepp - city council liaison</i>	Nancy Heard Jeremy Gilley	Lisa Langer Marlene Neidert Angie Anderson City Staff Present Jenn Ooton Matt Nuñez	

11:01 AM ~ Call Meeting to Order: Trent Blizzard, Chair

There were no conflicts of interest.

First agenda item was the approval of Tourism Promotion Board meeting minutes of November 14 & December 12, 2019 (no quorum was present at Dec. 12 meeting). Scott Dyer moved to approve the Nov 14 meeting minutes, Patrick Drake seconded, and the motion carried. Scott Dyer moved to approve the Dec. 12 meeting minutes, Krissy Clary seconded, and the motion carried.

11:03 AM ~ 2019 End of Year Budget –Lisa Langer, Director of Tourism Promotion

Lisa presented the 2019 Tourism Promotion Fund Budget yearend review to the board. Lisa reemphasized that marketing budgets are meant to be spent. We were successful in spending nearly the entire budget, less \$789.32. The board commended Lisa on the tight annual budgeting.

11:15 AM ~ 4th Quarter Dashboard –Marlene Neidert, Tourism Promotion Project Manager

Marlene presented the 4th quarter 2019 dashboard. All stats were shown to satisfy and indicate successful tourism promotion marketing efforts. The biggest difference in the YOY comparison was the Texas web traffic, which was over 30K in 2019 vs. 10.5K in 2018.

This can be directly attributed to the Dallas/Ft. Worth Media Buys and Google Ads that promoted the 2019 fall and winter seasons.

11:25 AM ~ Videos of Guerilla Marketing Carolers in Denver – Lisa

The board watched a video of guerilla activities in Denver.

11:35 AM ~ Department Upcoming Events

- Jan. 9-12 - International Sportsmen's Expo, Colorado Convention Center, Denver
- Jan. 13 – 1-3 PM, City Council, DDA, Tourism Promotion Ad Hoc Committee
- Jan. 26-28 – German individual media FAM
- Jan. 27 – TIAC annual meeting and Legislative Reception, Sheraton, Denver
- Jan. 30 – GSCRA Board Planning Session, Aspen Glen
- Jan. 31-Feb.1 – AAA Travel Expo, Mile High Stadium, Denver
- Feb. 4-6 – Tourism Best Practices presentation at Western Association of Chamber Executives, Portland, OR

11:45 AM ~ Set up presentation date for City Council in first quarter 2020

The board discussed that one volunteer will present to city council on March 19, 2020. The board suggested that Nancy Heard present that evening. Lisa will check with Nancy and will see if that date works with the city's schedule.

11:50 AM ~ Board/Staff Roundtable (Updates)

12:05 PM ~ Adjournment

Respectfully submitted,
Marlene Neidert, Tourism Promotion Project Manager