



**Glenwood Springs Tourism Management Board**

**Vision: *Be the preferred regional tourism destination.***

**Mission: *Manage marketing and responsible promotion for the Glenwood Springs area to benefit the local economy, enhance residents' quality of life, and protect natural resources.***

## **AGENDA**

**Thursday, May 12, 2022**

**2:00 PM – 4:00 PM**

**Glenwood Springs City Hall, 3<sup>rd</sup> Floor Training Rm  
101 8<sup>th</sup> Street, Glenwood Springs, CO 81601**

**2:01 PM ~ Call Meeting to Order:** Patrick Drake, Chair

**Declarations of Conflicts of Interest**

**Approval of Tourism Promotion Board meeting minutes of February 10, 2022**

**2:04 PM ~ January – April Tourism Stats Update** – Lisa Langer, Director of Tourism and Heidi Pankow, Tourism Project Manager

**2:18 PM ~ Rocky Mountaineer Season & EAV** – Heidi Pankow

**2:22 PM ~ CTO International In-market Reps, Rocky Mountaineer Media** – Lisa Langer

**2:29 PM ~ Importance of Media Hosting** - Heidi Pankow

**2:35 PM ~ Aaron Millar Podcast Value** – Lisa Langer

**2:40 PM ~ Hanging Lake & Canyon Updates** – Lisa Langer

**2:50 PM ~ Photo/Video Shoot Imagery** – Heidi Pankow

**3:00 PM ~ Tourism Promotion Department Report:** Lisa & Heidi

- DMA West Tech Summit – Tucson, AZ, March 30 - April 1
- Tour Colorado Membership Meeting – Ft. Collins, March 24 & 25
- CTO Media Reception – Denver – May 11
- Best Small Towns with Trains pitch
- IPW Orlando – June 4-8
- CADMO Annual Retreat – Durango, June 20-21

**3:15 PM ~ Board & Staff Roundtable**

**3:30 PM ~ Adjournment**

**Next Meeting Thursday, August 11, 2022, 2:00 PM – 4 PM  
City Hall 3<sup>rd</sup> Floor Training Room**