



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 14, 2016

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 Retreat Minutes – March 10, 2016

2:03 PM ~ Airsage Visitor Analysis Presentation – Reese Tenney via conference

2:30 PM ~ Marketing Updates:

Lisa Langer, VP of Tourism Marketing and
Cristin Barta, Tourism Marketing Project Manager

2:45 PM ~ First Quarter Financials – Nancy Heard, Treasurer and Lisa

3:00 PM ~ Ambassador Program Presentations –

1. Altai Chuluun, Altai Co / Roaring Solutions
2. Kathleen Wanatowicz, PR Studios

3:35 PM ~ Board Discussion and Retreat Follow-up

- Ambassador Program discussion / decision
- Speaker opportunity / discussion and decision
- Tourism Promotion Fund Strategies / task force scheduling
- Research planning / discussion

4:00 PM ~ Adjournment

Next Tourism Promotion Board Meeting May 12, 2016
2 – 4 PM, City Hall, Council Chambers, Glenwood Springs