



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, December 8, 2016

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Krissy Clary, Vice Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Minutes – October 13, 2016

2:05 PM ~ Marketing Update – Lisa Langer, VP of Tourism Marketing and Cristin Barta, Tourism Marketing Project Manager

2:25 PM ~ 3rd Quarter Budget Update – Nancy Heard, Treasurer

2:35 PM ~ AirSage Research – Cristin Barta, Tourism Marketing Project Manager

2:50 PM ~ 2017 Media Plan – Lisa Langer, VP of Tourism Marketing

3:00 PM ~ XUMA Communications Update – Don Poole, Partner and Meghan DeRochers, Account Coordinator

3:30 PM ~ Adjournment

Next Tourism Promotion Board Meeting *Wednesday, January 18, 2017

2 – 4 PM, City Hall, Council Chambers, Glenwood Springs

*Cristin and Lisa will be in Denver manning the Glenwood Springs booth at the International Sportsmen's Expo during the week of January 9th.