



Glenwood Springs Tourism Promotion Board Meeting
Thursday, April 14, 2016, 2:00-4:00 p.m. Location: Glenwood Springs City Hall
Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
 Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
 Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
 Dorian Ciolek, Best Western Antlers – Lodging
 Jeremy Gilley, Glenwood Hot Springs – Lodging
 Ken Murphy, Glenwood Adventure Company – Tourism
 Samantha Montgomery, PR Studio – Citizen/Resident
 Suzanne Stewart – GSCRA Board Representative
 Troy Hawks, Sunlight Mountain Resort – Citizen/ Resident
 Steve Davis – City Council Representative

Tourism Board Members Present	Tourism BOD Absent	GSCRA Staff Present	Guests Present
Trent Blizzard Krissy Clary Nancy Heard Dorian Ciolek Jeremy Gilley Ken Murphy Suzanne Stewart Troy Hawks Samantha Montgomery	Steve Davis, City Council	Lisa Langer Cristin Barta	Altai Chuluun, Roaring Fork Solutions Kathleen Wanatowicz, PR Studio

2:02 p.m., Meeting was called to order by Trent Blizzard, Chair.

Lisa Langer reminded the board to declare any conflicts of interested at the start of each meeting. Sam Montgomery abstained from voting on the ambassador program as her company is bidding to run the program.

Approval of Minutes — March 10, 2016 Board Retreat. Jeremy Gilley moved to approve the board retreat minutes. Krissy Clary seconded and the motion carried.

AirSage Visitor Analysis Presentation – Reece Tennery presented via conference the AirSage Visitor Analysis program. AirSage uses the home location of cellphones on the Verizon and Sprint networks to analyze demographics and in-destination patterns. The board had previously expressed an interest in conducting new marketing research for Glenwood Springs and liked the product but did not have time to bring the topic to a conclusion. There was still some interest in possibly conducting traditional intercept surveys, or supplementing this product with a small, in-house intercept survey over the summer.

Marketing Update – Lisa Langer updated the board on the latest including: potential upcoming Rocky Mountain PBS Series on Glenwood Springs' history; Hanging Lake social media "shaming;" an Aspen Public Radio broadcast on the diversity of Glenwood Springs dining; other recent media placements and visiting journalists; a CTO media reception attended by Vicky Nash on our behalf; multiple upcoming site tours and

FAMs; progress on the Historic Hot Springs Loop; the CTO takeover of Union Station in Chicago; and a long term plan for photography. Cristin Barta went over the quarterly tourism marketing dashboard for the new board members and updated the board on the website content project.

First Quarter Financials – Nancy Heard went through the first quarter budget report in detail. She explained how the budget is laid out for the benefit of the new board members. Questions of event funding were raised; Lisa explained for the new board members that 7.5% of the tourism promotion fund is diverted to the Financial Advisory Board for event funding and grants. Ken Murphy and Trent Blizzard gave the new board members a brief history of event funding through the Tourism Promotion Board and explained that although events like the Soccer Series were funded by the tourism promotion fund, the majority of funding requests are now sent directly to the Financial Advisory Board.

Ambassador Program Presentations – First to present was Altai Chuluun from Raring Fork Solutions. Altai surveyed the board on their goals for the Bridge Ambassador Program, which included way finding during construction, improving the overall guest experience, and receiving real-time feedback from the guests via the ambassadors. Altai then presented three plan options; a strictly volunteer option, a paid staff option, and a third, hybrid option. The third Hybrid option had volunteers staffing the bridge, but also had a large portion of the budget set aside for paid staff to train the downtown businesses in customer service.

Next, Kathleen Wanatowicz from PR Studio presented. Since the board had already heard her recommended plan at the previous meeting, Kathleen focused on her background and why PR Studio would be a good fit for the Ambassador Program. Her team is already working closely with CDOT on this project, and therefore, the ambassadors would be trained on bridge construction and technical questions as well as wayfinding. PR Studio did not increase the scope of work or hours from what was presented last month. The board again voiced concern that two part time employees was not a sufficient staff.

Board Discussion and Follow Up – With time running short, the board was only able to briefly discuss the Bridge Ambassador Program. The board was concerned that both presentations were not fulfilling what they had envisioned for the program. They suggested doing a test period, however were not sure how this would be implemented or evaluated.

Trent Blizzard moved to hold a special meeting to discuss the Ambassador Program further. Nancy Heard Seconded and the motion carried.

Lisa will send a google poll for a special meeting to discuss these items further.

Respectfully Submitted,
Cristin Barta
Tourism Marketing Project Manager