



Glenwood Springs Tourism Promotion Board Meeting

Thursday, September 8, 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 Troy Hawks Ken Murphy Jeremy Gilley Sam Montgomery Steve Davis, City Council	Dorian Ciolek Krissy Clary Nancy Heard Suzanne Stewart	Lisa Langer Cristin Barta Marianne Virgili	Debra Figueroa Meg Murphy Meghan DesRochers Don Poole

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

There were no declarations of conflicts of interests.

Approval of Minutes — August 11 Tourism Promotion Board Meeting. Jeremy Gilley moved to approve the board retreat minutes. Trent Blizzard seconded and the motion carried.

Introductions to New City Manager – Debra Figueroa, new Glenwood Springs City Manager, and the Tourism Promotion Board completed group introductions. Trent Blizzard informed the board that he, Lisa Langer, Cristin Barta, Steve Davis and Debra recently met to discuss: the history of the Tourism Promotion Fund; the role of the Tourism Promotion Board; an overview of Lisa and Cristin’s work to promote the community; and the ongoing relationship with the Glenwood Springs Chamber Resort Association. The meeting was felt to be a success by all in attendance.

XUMA Communications Presentation – Don Poole of Xuma Communications updated the board on recent marketing efforts. Don started by briefly reviewing for the new board members how the current brand concepts came to fruition. From the original concepts, he walked the board through the evolution of brand creative over the last 18 months.

Meg Murphy next updated the board on 2016 marketing efforts including: creation of the new brochure; a high-level overview of the online promotions performance; a summary of impressions from print publications, out-of-home, and traffic radio. Meg also shared “The Land of Water,” new hero video produced by XUMA.

Finally, Don Poole reviewed the creative for the upcoming digital fall campaigns and informed the board about upcoming fall TV buy and guerrilla marketing campaigns. The XUMA team will dress in spa robes and hand out water bottles at upcoming front range events including the Great American Beer Fest.

Ken Murphy asked how we can promote fall activities in Glenwood Springs when our neighbors close down. Cristin Barta assured Ken that a visitor brought to www.visitglenwood.com is shown all the amazing activities Glenwood Springs has to offer in the fall. She stressed that the upcoming fall e-blast will be targeted to the fall blog post created by Resort Trends. The conversation then changed to winter, and whether the summer and fall campaigns should also focus on winter. The board discussed their thoughts on when it is appropriate to start promoting winter. There were varying opinions and no conclusion.

AirSage research – Cristin Barta informed the board that the market research survey was not ready and will be presented next month so as not to rush the results.

2017 Marketing Plan & Budget – Lisa Langer reviewed the condensed budget that will be presented to City Council. She reviewed fluctuations in year-over-year budget and within the Group and International and Hosting lines. The first went down by 50% due to the soccer commitment being completed in 2016 and the latter's increase by 23% to pay for a new online photo storage system. Next she went through the year-over-year changes within the advertising line item including the details of contract changes with XUMA, Blizzard, Crowdriff, and brochure distribution. She also addressed the media spend with XUMA, AdWords, and Facebook. The board had questions regarding the distribution of media placements versus contracted services, which Lisa explained. Steve Davis asked that a percentage column be added to the budget to compare the previous year's spending to the new budget. Trent asked that line items on the budget be numbered to coincide with the respective sections within the marketing plan for clarification.

Trent moved to approve the 2017 Marketing Plan and Budget with the above mentioned additions. Ken seconded and the motion carried.

Jon Schallert Update – Lisa Langer asked the board to help promote the upcoming educational seminar. The event has been combined with the Chamber's Biz-oply so as not to compete for audience. The seminar is for both staff and managers and everyone is encouraged to attend. The tourism promotion board may attend at no charge.

Other Items – After agenda items were complete, Marianne Virgili and Steve Davis updated the group on the potential whitewater parks proposed on the Colorado River.

Respectfully Submitted,
Cristin Barta