



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, August 11, 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 Minutes – July 14, 2016

2:05 PM ~ Introductions to New City Manager – Debra Figueroa and TP Board

2:10 PM ~ 2017 Budget Draft – Nancy Heard, Treasurer

2:20 PM ~ Marketing Update – Cristin Barta, Tourism Marketing Project Manager and Lisa Langer, VP of Tourism Marketing

- Content Roadmap Update
- AirSage Update
- CrowdRiff Introduction
- DMAI Report
- Japanese Sales Mission Report
- CO Historic Hot Springs Loop Update
- Groups and FAMs

3:00 PM ~ Jon Schallert Pre-Visit Questionnaire – Board Participation

3:30 PM ~ Adjournment

**Next Tourism Promotion Board Meeting September 8, 2016
2 – 4 PM, City Hall, Council Chambers, Glenwood Springs**