



**Glenwood Springs Tourism Promotion Board Meeting Minutes**  
**Thursday, January 21, 2:00-4:00 p.m. Location: CMC Central Services, 802 Grand Avenue**  
**Tourism Board Members:**

- Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
- Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
- April Carver, Hotel Denver – Lodging
- Don 'Hooper' Gillespie, Balcomb & Green, PC – Citizen/Resident
- Jeremy Gilley, Glenwood Hot Springs – Citizen/Resident
- Doreen Herriott, Garfield County – Citizen/Resident
- Ken Murphy, Glenwood Adventure Company – Tourism
- Suzanne Stewart – GSCRA Board Representative
- Steve Davis – City Council Representative

<b>Tourism Board Members Present</b>	<b>Tourism Board Members Absent</b>	<b>Staff Present</b>	<b>Guests Present</b>	<b>Guests Present (con't)</b>
Don 'Hooper' Gillespie Suzanne Stewart Trent Blizzard Jeremy Gilley Doreen Herriott Ken Murphy Nancy Heard Steve Davis, City Council	April Carver	Lisa Langer Cristin Barta Marianne Virgili Joni Bates Angie Anderson	Vicky Nash Andrew "Drew" Gorgey Steve Carver Steve Beckley Kjell Mitchel Bill Sanderson Mike McCallum Kathleen Wanatowicz Tom Newland Michael Bennett Pete Waller Tracy Trulove Carrie Hauser John Stroud	Sam Montgomery Dave Betley Terri Partch Steve Carver Charlie Willman Lindsey Lewis Krissy Clary John Hocker Kelly Collier Andrew Gorgey John Bosco Leslie Bethel Solomon Liston Tom Newland Steve Beckley

Mike McCallum, Glenwood Springs Chamber Resort Association Board Chair, welcomed the group and introduced Trent Blizzard, Tourism Promotion Board Chair.

**2:03 p.m., Meeting was called to order by Trent Blizzard, Chair.**

**Trent passed the meeting over to Acting City Manager Andrew "Drew" Gorgey to facilitate.** In opening, Drew explained the basic structure of the upcoming Grand Avenue Bridge construction project to the group. This CDOT project will be completed by the joint venture of two experienced construction firms, Granite Construction and R. L. Wadsworth. Both CDOT and the joint venture will have communication teams for this project. Drew stressed how iconic this project will be and how important it is for the community to remain positive at all levels.

Kathleen Wanatowicz presented a brief visual presentation and explanation of the hierarchy of communications for the project. Tracy Truelove is the Regional Communications Manager for CDOT and has brought on Tom Newland to act as Public Information Manager for the project, and Kathleen will serve as Public Information Manager with the assistance of Samantha Montgomery. The communications team's responsibilities include:

- Weekly email updates – traffic, parking, and pedestrian impacts and construction updates
- Flyer distribution (same information as weekly emails)

- Hosting community information sessions (e.g. open house)
- Other stakeholder outreach and community relations including sidewalk meetings and business-to-business check-ins
- Creating a detour campaign
- Media relations – presentations on construction phasing, etc.
- Political relations – liaison with government agencies
- Social media updates (Facebook)
- Keeping website up-to-date with latest construction information and archived information
- Monitoring construction hotline (phone and text) and email
- Ensuring construction/detour signage is effective
- Educate the public about constructing a bridge
- Branding the project including distributing a website badge for local stakeholders and artistic renderings of the bridge
- Communicating with the multiple stakeholder groups involved with the project
  - Project Team (construction team), meets weekly to discuss public impacts
  - Executive Partnering Team
  - Public Information Leadership Team – marketing professionals throughout Glenwood Springs
  - Community Advisory Team
  - Emergency Management Services Groups
  - Downtown Businesses and Residents
  - Water Resource and Recreation Group
  - Outlying Cities and Counties

**The goal of the Public Information Team is to act as an hour glass that funnels information from the joint venture to the public (i.e. the above mentioned stakeholders) and from the public to the joint venture.** This will allow for the smooth flow of information and enables the public to know that no matter the issue, the Public Information Team (with Tom Newland as leader) is the first point of contact. Cards were distributed with team contact info.

**Roundtable discussion – one member from each organization represented at the meeting communicated to the group their upcoming efforts surrounding the Grand Avenue Bridge construction.** Marianne Virgili with the Glenwood Springs Chamber Resort Association (GSCRA) explained the meeting was originally orchestrated by the Tourism Promotion Board to determine where marketing or PR gaps may exist in the communications plan so that they could possibly be filled.

- The GSCRA Board has been directed the GSCRA staff to help communicate construction information to the community and otherwise help with mitigation. This would include public relations projects, for example a “road construction survival guide,” and celebrating the milestones throughout the project. Marianne is also working with Garfield County CLEER Energy on a new project to help reduce road traffic in Garfield County.
- Michael Bennett at the Post Independent detailed the digital efforts the paper will be undertaking during the bridge. [www.postindependent.com/bridge](http://www.postindependent.com/bridge) and their social media channels will be a resource for bridge updates. They will print stories as appropriate in their 10k+ daily distribution newspaper and long term will have a social media portal as well. The Post Independent wants to work with the downtown businesses to encourage locals to continue to visit downtown (at the appropriate times). Drew asked the crowd how they would go about this, to which the crowd stressed the importance of keeping the “downtown Glenwood experience” positive. In general suggestions for accomplishing this involved making it easier for locals and tourists alike to get to their favorite restaurants and businesses (e.g. easily-accessible parking, helpful ambassadors, etc).
- John Bosco and Kjell Mitchel from the Hot Springs Pool detailed the Hot Springs’ bridge construction mitigation plans. The Pool’s west parking lot will be closed for construction staging; therefore the Pool has purchased other parking areas with door-to-door shuttle service. The alternative parking will require some guest education, including a detailed parking map. Kathleen mentioned that the Public Information Team was intending to create a South Glenwood parking map; they will therefore coordinate with the Pool to combine maps. The Pool is also educating their employees on where to park and encouraging carpooling. The Pool will have strong messaging in their facility that communicates to guests “we believe in this project.”
- Terri Partch with the City of Glenwood Springs is also on board with creating a parking map, as well as improving parking signage. The group suggested the map also include walking times, bike paths, and bus stops and routes. A Ride Glenwood bus route map is already available, however the group stressed that one map be created with all relevant information. Drew mentioned that the city is working on a

five year plan for Ride Glenwood that could work as a local shuttle, per the group's suggestion. Steve Beckley asked tourism promotion funds could be used to create an app to aide tourists during construction. It was decided that improvements to the City's existing app would be more effective. Terri will work on adding parking and construction info to their existing app.

- Leslie Bethel with the Downtown Development Authority is focused on making Grand Avenue look exceptionally beautiful. This includes new flower pots, a new planting campaign, and re-facing the older downtown planters in flagstone. Information kiosks have been ordered to be placed north and south of the bridge and will include project stages and renderings of the completed project. Long term they are working on finding funding for the construction of public restrooms, a 7<sup>th</sup> St. plaza, and the 6<sup>th</sup> St. corridor.
- Nancy Heard from the Glenwood Caverns Adventure Park asked for collateral materials that they can use to train their staff. These materials would include basic bridge information, but also positive messaging similar to the Pool's "we believe in this project" collateral to help get her staff behind the project. Leslie offered her renderings, which the chamber said they would help distribute. Trent suggested that these resources, as well as all resources previously discussed, should be make available digitally from one main hub. The GSCRA and the Post Independent both volunteered to be this resource.
- Pete Waller from Colorado Mountain College told the group about the school's program to encourage carpooling and to use public transportation that is already underway. Many group members throughout the meeting agreed that programs like this need to be more wide-spread, as well programs that encourage downtown employees to park further out, leaving better parking for guests.
- During the bridge closure, RFTA will expand I-70 corridor services hours and frequency. They will also have more busses running throughout town. They are currently working on funding improvements to the park and ride lots along the I-70 corridor. Throughout the meeting, many group members suggested subsidized or free bus rides be funded for employees.

Drew closed the joint meeting by reiterating that the Public Information Team is the main resource to reach out to during the project. He asked the group to incorporate the many resources mentioned today in their businesses. Keep the message positive and communicate that it is "business as usual" to move this project forward.

**After the joint discussion, the Tourism Promotion Board met briefly for a few orders of business.**

**Approval of Minutes — December 10th, 2015 Board Meeting. Suzanne Stewart moved to approve the board meeting minutes. Jeremy Gilley seconded and the motion carried.**

**Approval of Minutes — December 21st, 2015 Special Board Meeting. Nancy Heard moved to approve the board meeting minutes. Jeremy Gilley seconded and the motion carried.**

**Haute Route Proposal** – Haute Route Rockies sent the Tourism Promotion Board a proposal to bring a 2017 bike event through Glenwood Springs. Lisa sent the proposal for board review prior to the meeting. After a brief discussion it was determined that this caliber of event would be very beneficial to Glenwood Springs during the shoulder seasons, however the city lacks the infrastructure to host such an event. Suzanne suggested the board include building event infrastructure as a long term goal.

**A motion was made by Don Gillespie to not peruse the bid for participation in the 2017 Haute Route. The motion was seconded by Nancy heard and carried.**

Respectfully submitted,

Cristin Barta, Tourism Marketing Project Manager