



Glenwood Springs Tourism Promotion Board Meeting

March 12, 2020 – 2:00 p.m. - 4:00 p.m.

Location: City Hall, 3rd Floor Training Rm., Glenwood Springs

In-person meeting changed to Conference Call due to COVID-19 Precautions

(call-in information was publicly posted)

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – GSCRA Board Representative
 Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
 Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
 Scott Dyer, Best Western Antlers – Lodging
 Jeremy Gilley, The Hotel Colorado – Lodging
 John Goss, Glenwood Vaudeville Revue – Tourism
 Patrick Drake, Blue Sky Adventures – Citizen/Resident
 Suzanne Stewart, Retired - Citizen/Resident
 Sharon Brady, Cooper Wine and Spirits – Citizen/Resident
 Paul Stepp, City Council Representative / Rick Vorhees, CC Alternate

Tourism Board Present	Tourism BOD Absent	GSCRA Staff Present	Guests
Trent Blizzard Sharon Brady John Goss Suzanne Stewart Nancy Heard Jeremy Gilley Paula Stepp - city council liaison	Krissy Clary Patrick Drake Scott Dyer	Lisa Langer Marlene Neidert Angie Anderson City Staff Present Matt Nuñez, Economic Development	Vicky Nash, PR for Glenwood Hot Springs Resort

2:02 PM ~ Call Meeting to Order: Trent Blizzard, Chair

There were no conflicts of interest.

*Approval of minutes was tabled.

2:03 PM ~ Messaging around Coronavirus and slowing or pausing media spend.

Lisa Langer, Director of Tourism Promotion and Marlene Neidert, Tourism Promotion Project Manager

Lisa and Marlene are sensing the immediate need to message differently now that COVID-19 has hit the valley. Reports of the outbreak in Aspen has spurred the question of getting ahead of this in terms of what Visit Glenwood Springs says to potential visitors. They asked for direction from the board.

The board agreed that pausing certain marketing may be in order. They suggested that the local and state dictates will determine the best course of action.

So far, local businesses are reacting by putting extra procedures in order. Examples:

- Jeremy Gilley reported that extra hand sanitizer stations were installed at Hotel Colorado and cleaning procedures have been modified.
- John Goss said that business and reservations have slowed at Glenwood Vaudeville Revue during their previously sold-out “Into the Wood” production, but that the staff is washing hands more and wearing gloves to serve.

- Nancy Heard said that Glenwood Caverns Adventure Park has put special procedures in place that include using packets of condiments and going back to disposable dinnerware so that nothing comes back into the kitchen at the Lookout Grille. She said that rides will be sanitized once every hour.
- Sharon Brady reported that Cooper Wine & Liquor has canceled tasting for now and are considering delivery options.
- Paula Stepp said that the City Council will decide whether to close the city's public buildings.
- Trent Blizzard said the Visitor Center should also close if CMC and the City close to the public.
- Vicky Nash mentioned that there is date used throughout the hot springs community that hot water and chlorinated water kills viruses. Sharon said she had read that water above 77 degrees kills the COVID-19 virus.
- Matt Nunez, city economic development, told the group that the Small Business Administration is lobbying for resources for capital and disaster loans.

2:45 PM ~ Adjournment

Respectfully submitted,
Lisa Langer, Director of Tourism Promotion