



Colorado Tourism Board Meeting Minutes

November 13, 2019

Attendance:

Board Members: Courtney Frazier, Chair; Rep. Matt Soper; Bob Stinchcomb; Kieran Cain; Sonia Riggs; Tammie Thompson-Booker; Wanda James; Lucy Kay; Pete Piccolo

CTO Team: Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Jill Corbin, Director of Destination Development; Taren Mulch, Director of Visitor Services; David Fishman, Senior Manager of Fiscal & Operations; Elizabeth O'Rear, Senior Manager of Grant Programs; Abby Leeper, Communications Manager; Kaiti Jacobson, Manager of Industry Partnerships

CTO Contractors: Bri Seifert, international FAM & partner relations; Caitie Johnson, PR strategy; Carly Holbrook, PR strategy; Dave Fluegge, Social Media strategy; Jennifer Bartlett-Alpert, management services for France, Germany & UK; Liz Birdsall, management services for Australia, Canada & China; Shelley Cooper, management services for domestic marketing.

MMGY Global: Cassidy McNally; Jessica Hollenbach; Kate Harrison; Kim Lenox; Sarah Arnoldi

Karsh Hagan: Colin Langham; Dave Cook; Noah Carlstrom; Lauren Corna

Miles Partnership: Hannah Brown

Other: Leslie Hylton, Colorado Office of Economic Development and International Trade; Jeff Thormodsgaard, Michael Best Strategies; Tasha Wilson, Town of Frisco; Jackson Feld; Sam Martin, CSU

Meeting convened at 12:00PM at offices of MMGY Global

Frazier led Welcome and Introductions

Adoption of August Retreat Minutes

- Sonia Riggs moved for approval
- Seconded by Pete Piccolo
- Motion approved by acclamation

Fiscal Update, David Fishman, Senior Manager of Fiscal & Operations

- Advertising & Marketing line will increase due to purchasing of Winter Media
- Colorado Governor's Tourism Conference & Events expense line will increase when CTO receives the final bill from the Sheraton.
- Distribution of Marketing Matching Grants delayed due to backlog in OEDIT procurement





- Funds allocated for OEDIT Shared Expenses have been returned to CTO for reallocation.

Director's Report, Cathy Ritter, Director

- Introduction of Shelley Cooper, contractor engaged to provide oversight of domestic marketing campaign
- Introduction of Jackson Feld, who will be brought on as temporary Executive Assistant
- News that CTO budget escaped cuts in the Governor's FY21 budget proposal.
- Revenue Task Force meeting set for December 3rd
- Website traffic has been slipping due to Google taking more aggressive actions to own tourism-related searches
- UC Health interested in partnering with CTO's Colorado.com to support its digital assistant Livi in providing health and wellness information; also willing to develop content for a new Colorado Concierge training module on traveler safety, addressing such items as altitude sickness, 14er safety, etc.
- Welcome Center update: traffic to Cortez is down significantly due to change in reporting resulting from new leadership there
- The Governor is interested in coming to a future Colorado Tourism Board meeting

Value of Tourism, Jeff Thormodsgaard, Michael Best Strategies and TIAC lobbyist

- Presentation and review of the TIAC one-pager.

Engagement: Board Advocacy, Leslie Hylton, Director of Legislative Affairs, OEDIT

- **Guidance on Board Member Lobbying:** (***)This does not apply to the legislators on the Board). As appointees of the Governor, you are part of the administration, and thus should represent the administration's public policy positions, whether in the community or before the General Assembly. That includes the Governor's budget.
- **Clarification on Guidance:** Of course, Board members are also private citizens and no one can dictate what you do or don't say in that capacity. For those Board members who are members of other boards or represent trade associations and are obligated to lobby as a result of those other roles -- if you are going to lobby on an issue that the Governor has not taken a position on, you should make clear that you are there representing X organization, not the Colorado Tourism Board.
- **Board Advocacy Language:** Governor's team provided input on the language related to the Board's advocacy role and specifically recognized the benefit of the Board educating both the Administration and the General Assembly. (Draft language in separate document).
- **Governor's Position on Tourism:** To garner a better understanding of the Governor's priorities when it comes to tourism, OEDIT has asked that the Governor join a CTO Board meeting to learn more about CTO and the Board's operations. We're working on confirming a date and time. OEDIT will follow up with him and his team afterwards to see what interested him most about the work of the Office and where he might be interested in focusing the Board's time and efforts going forward.





- **Tourism Budget:** Going forward, budget requests should be evidence-based and have gone through a thorough strategic planning process. Leslie will work with the Office of State Planning & Budget on a better sense of how they characterize “evidence-based”.

Adoption of letter to Colorado Congressional delegation supporting reauthorization of Brand USA

- Sonia Riggs moved for approval
- Rep. Matt Soper Seconded
- Motion approved by acclamation

Adoption of Advocacy Language

- Sonia Riggs moved for approval
- Bob Stinchcomb Seconded
- Motion approved by acclamation

Education: Winter Phase II Campaign, *MMGY and Karsh Hagan* team

- Presentation of the winter WOW campaign and strategy.

Engagement: Overview of plan for Roadmap 2.0, *William Bakker, Chief Strategist, Destination Think!*

Meeting adjourned at 2:00PM

- Sonia Riggs moved for approval
- Pete Piccolo Seconded
- Motion approved by acclamation

