

# Colorado Tourism Board Meeting Minutes

## June 16<sup>th</sup>, 1:30pm-3:30pm

**Board of Directors:** Courtney Frazier, Chair; Doug Price, Vice Chair; Members: Bob Stinchcomb, Wanda James, Pete Piccolo, Kieran Cain, Lucy Kay, Sonia Riggs, Senator Dennis Hisey, Sean Demeule, Representative Matt Soper, Andrea Fulton, Tammie Thompson-Booker

**CTO:** Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; David Fishman, Senior Manager, Fiscal & Operations; Andrew Grossmann, Director of Destination Development; Elizabeth O'Rear, Senior Manager of Grant Programs; Emily Haddaway, Manager of Industry Partnerships; Abby Leeper, Communications Manager; Natazhya Rodriguez, Marketing & International Coordinator; Jackson Feld, Board Liaison & Executive Assistant

**CTO Contractors:** Dave Fluegge, Social Strategist; Caitie Johnson, PR Strategist; Katie Payer, CRAFT Coordination; Shelley Cooper, US Marketing Contractor; Deb Brannon, Events Specialist, Carly Holbrook, PR Strategist; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor; Jennifer Bartlett, International Specialist

**MMGY Global:** Casidy McNally, Jessica Hollenbach, Kim Lenox, Clayton Reid, Carrie Gill, Alyssa Wahrman

**Karsh Hagan:** Colin Langham, Lauren Corna, Tracy Broderick

**Destination Think:** William Bakker, Frank Cuypers, Shannon Landreth, Tyler Robinson

**Miles:** Laura Libby, Hannah Brown

**Other Attendees:** Mary Motsenbocker, Jayne Buck, Denise Miller

**Meeting Convened** at 1:30pm

**Welcome and Introductions:** *Courtney Frazier, Chair*

Approval of Minutes

- Motioned by Doug Price
- Seconded by Kieran Cain
- Motion approved by acclamation

Fiscal Report: *David Fishman, Senior Manager of Fiscal & Operations*

- Fishman: No fiscal report for this board meeting. Next board meeting will have a report on our carry forward spending.

**Engagement:** Presentation and Discussion of FY21 Budget Priorities



- Director Ritter outlined the budget allocations with the 20% cut from last fiscal year. The \$16,450,000 FY21 appropriation will still be able to push CTO towards its goals of recovery of the tourism industry in Colorado.
- Ritter: Numerous steps have been taken to save money in FY20 & FY21 to ensure promotion and recovery stays at the forefront.

**Action Item:** Vote on Adoption of FY21 Budget of \$16.228 million for the Colorado Tourism Office

- Motioned by Doug Price
- Seconded by Representative Soper
- FY21 Budget passed by acclamation

**Meeting Adjourned** at 3:00pm

