

Colorado Tourism Board Meeting Minutes

July 22, 2020 12:00pm-2:00pm

Attendance

Board Members: 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, Tammie Thompson-Booker, Laura Valdez

CTO: Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Andrew Grossmann, Director of Destination Development; Elizabeth O'Rear, Senior Manager of Grant Programs; Emily Haddaway, Manager of Industry Partnerships; Abby Leeper, Communications Manager; Natazshya Rodriguez, Marketing & Public Relations 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; Deb Brannon, Events Specialist; Carly Holbrook, PR Strategist; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship

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

Karsh Hagan: Colin Langham, Tracy Broderick, Lauren Corna

Destination Think: William Bakker, Shannon Landreth, Tyler Robinson

Miles: Laura Libby, Hannah Brown

Other Attendees: Denise Miller, Jeff Kraft, Jenna Van Oort, Sonya Guram

Meeting Convened at 12:00pm

Welcome and Introductions: *Courtney Frazier, Chair*

- Welcomed new Board member Laura Valdez and announced the new committee chairs. Marketing Committee: Bob Stinchcomb and Kieran Cain as Vice Chair. IPC: Lucy Kay. Destination Development: Pete Piccolo and Laura Valdez as Vice Chair. Leadership Committee: Doug Price and Tammie Thompson-Booker.

Approval of Minutes

- Motioned by Doug Price
- Seconded by Lucy Kay
- Approved by Acclamation



Fiscal Report:

- In the absence of David Fishman, Senior Manager of Fiscal & Operations, Director Ritter provided an update of CTO spending through May 2020 and said the final funding report for FY20 should be ready to share at the September Board meeting.

Steps to Colorado Tourism Recovery, Cathy Ritter, Director, Colorado Tourism Office

- Director Ritter presented an overview of what the CTO is doing to support Colorado's tourism industry recovery, including creation of a new definition of responsible tourism, an unprecedented in-state campaign for summer, a new "What's Open in Colorado" online guide and a collection of ways to leverage consumer interest in road trips.

Energize CO grants program, Jeff Kraft, Director, OEDIT Business Funding and Incentives

- Kraft: Public-Private partnership being created with CHAFA to distribute grants and loans to small business with fewer than 25 full-time employees.
- Kraft: A minimum of \$5 million is set aside for tourism related businesses.

2019 Research, Denise Miller, EVP, Strategic Marketing and Research Insights

- Denise Miller presented the findings of the 2019 SMARI research.
- Ritter: Longwoods research showed a 7 percent increase in traveler spending in 2019, with just a 2 percent increase in visitation. Coincidentally, the study also found a 7 percent increase in visits from marketable leisure travelers, maintaining Colorado's 9th place share of these travelers and showing the state's marketers are doing a great job of attracting these travelers.
- Miller: The ROI of CTO's winter campaign was a record \$826 for every \$1 of paid media. Winter campaign performance, combined with summer outcomes, once again put Colorado in the top 10 percent nationally for campaign ROI.

Introducing the Colorado Scenic & Historic Byways Microsite, Elizabeth O'Rear, Senior Manager of Grant Programs; Andrew Grossmann, Director of Destination Development

- Elizabeth O'Rear and Andrew Grossmann presented the new Scenic & Historic Byways microsite, a new visitor friendly feature of Colorado.com aimed at inspiring travelers to explore lesser known parts of Colorado along its 26 byways.
- Grossmann: The Colorado Energy Office's wildly important goal for FY23 is to have 22 of the byways electrified.

Gov Con Run Through, Deb Brannon, Altitude Events

- Frazier: Please encourage your own residents/ employees to register. GovCon is a great opportunity to rally your own people for participation and engagement with the industry.

Open Discussion

- Frazier: Explored the possibility of having an in-person board meeting on Sept 16th before GovCon.
- Price: Thursday July 30th is the opening of the US Olympic and Paralympic museum. When we are ready for an in-person board meeting, this is a great place for it.

Meeting Adjourned at 2:00pm

