

# Colorado Tourism Board Meeting

## May 20, 2020 10am-12pm

### Attendance

**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; Jill Corbin, Deputy Director; 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; Natazshya 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, Chris Davidson, Carrie Gill

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

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

**Miles:** Laura Libby, Hannah Brown

**Other Attendees:** Mary Motsenbocker, Roger Markel

**Meeting convened at 10:00am**

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

Approval of Minutes

- Tammie Thompson-Booker motioned for approval
- Seconded by Doug Price
- Motion passed by acclamation

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

- Fishman: Same report as before. A total of \$175,000 of current fiscal year budget was transferred to Governor's Office.

**Presentation:** Overview of FY20 Outcomes *Cathy Ritter, Director*



- Ritter: Highlights of FY20 included strong performance of winter campaign under new agency configuration, founding of Care for Colorado Coalition, expansion of CRAFT program, completion of Regional Identities for all eight travel regions, launch of Colorado Concierge program, launch of Scenic & Historic Byways microsite and many other accomplishments.

**Presentation & Discussion:** Proposed FY21 Cutbacks

- Ritter: Focus of FY21 budget will be activities that drive recovery. As of right now CTO's FY21 appropriation is \$12 million, down from \$20.1 million in FY20. A likely target for cutbacks is international promotion, given limitations on international travel and challenges to US reputation.
- Stinchcomb: Preserving paid media should be a priority as we need to generate demand
- Price: We should be mindful that Welcome Centers have a proven ROI.

**Presentation:** Application for \$2.4 million U.S. Economic Development Administration grant, *Andrew Grossmann, Director of Destination Development, and Elizabeth O'Rear, Senior Manager of Grant Programs*

- Grossmann: Marketing is now an eligible use of grant funds. One-third of the total project funding would go towards marketing grants for partners.
- Grossmann: If secured, the grant would support development of a statewide Crisis Recovery Plan and support two phases of implementation, including mentorship trainings, destination workshops, and development of new modules for Colorado Concierge.

**Action Item:** Election of Board Chair and Vice-Chair

- Courtney Frazier elected as Board Chair
- Doug Price elected as Vice Chair

**Meeting Adjourned** at 12:03pm

