



Colorado Tourism Board Special Meeting Minutes June 20, 2019

Attendance:

Board of Directors: Courtney Frazier, Chair; Doug Price, Co-Vice Chair; Sen. Dennis Hisey; Sean Demeule; Sonia Riggs; Lucy Kay; Andrea Fulton; Tammie Thompson-Booker; Peter Piccolo; Kieran Cain

CTO Team: Cathy Ritter, Director; Maria Fox, Deputy Director of U.S. Marketing; David Fishman, Fiscal & Operations Manager; Julie Dufault, Executive & International Coordinator

MMGY Global: Clayton Reid; Kim Lennox; Amber Kuhnert

Meeting convened at 10:02 AM

Frazier led Welcome and Introductions

Discussion: FY20 Marketing Contracts

- Riggs move to discuss proposed contracts to engage the following services for the Colorado Tourism Office:
 - A \$9,945,000 contract with MMGY Global providing strategy development and media services, including fee of \$1.296 million, or \$108,000 per month.
 - An \$845,000 contract with Karsh Hagan, providing creative and brand services, including fee of \$476,000, plus an additional transition fee of \$85,000 to manage media for the remainder of the 2019 spring/summer campaign.
 - A \$1,311,547 contract with Miles Partnership to provide content development, website, publishing services and ad sales, with potential for a \$225,000 revenue share based on ad sales projections.
- Seconded by Kay
- Approved by acclamation

Vote: FY20 Marketing Contracts

- Led by Frazier and approved unanimously by acclamation

Fulton concluded presentations with closing remarks.

Meeting adjourned at 10:25 AM

- Price motion for approval
- Seconded by Booker
- Approved by acclamation

