



Colorado Tourism Board Meeting Minutes

May 22, 2019

Attendance:

Board of Directors: Andrea Fulton, Chair; Doug Price, Co-Vice Chair; Courtney Frazier, Co-Vice Chair; Sen. Dennis Hisey; Sean Demeule; Sonia Riggs; Matt Skinner (*via phone*); Lucy Kay (*via phone*)

CTO Team: Cathy Ritter, Director; Maria Fox, Deputy Director of U.S. Marketing, David Fishman, Fiscal/Operations Manager; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Jill Corbin, Director of Destination Development; Director of Visitor Services; Elizabeth O’Rear, Manager of Destination Development; Kaiti Jacobson, Manager of Industry Relations; Abby Leeper, Communications Manager; Julie Dufault, Executive & International Coordinator; Natazshya Rodriguez, Marketing Communications Coordinator

CTO Contractors: Carly Holbrook, PR Strategist; Caitie Johnson, PR Strategist; Dave Fluegge, Social Contractor; Liz Birdsall, International Market Manager; Jennifer Bartlett-Alpert, International Market Manager; Bri Seifert, International FAM Manger; Katie Pryor

Guests & Industry Partners: Jayne Buck, VISIT DENVER; Justin Bresler, VISIT DENVER, Zana Silevani, Legislatie Aide for Rep. Soper

Karsh Hagan: Kathy Hagan, Lauren Berlamino

MMGY Global: Clayton Reid; Kim Lennox; Hawley Montgomery

Miles Partnership: Laura Libby; Hannah Brown (*via phone*)

Meeting convened at 12:00PM

Fulton led Welcome and Introductions

Adoption of March and April Board Minutes

- Price moved for approval
- Seconded by Hisey.
- Motion approved by acclamation.

Fiscal Report by David Fishman:

Notable changes to FY20 budget

- Proposed an increase in Media and Agency Marketing over last year
- Proposed moving salaries and travel of the PR Team to PR Line from Admin



- Proposed an Increase to the Research/Strategic Plan expenses to cover the expenses related to the new Roadmap 2.0 planning
- Proposed moving the Facebook allocation to the media budget.
- Proposed a lower Web publication expenses as it will be supplemented by Destination Development
- Proposed Hospitality expenses are lower as only the TravePro lease will be needed.
- Proposed Opportunistic Marketing expenses are lower due to the increase in domestic marketing

Vote: Agency Services, Maria Fox, Deputy Director, US Marketing

- Motion to accept Agency Services Work Flow Model:
 - Motion read by Price
 - Riggs motion for approval
 - Seconded by True
 - Approved by acclamation

Presentation and Vote: FY20 Colorado Tourism Budget, Cathy Ritter, CTO Director

- Motion to accept the proposed FY20 Colorado Tourism Office Budget:
 - Motion read by Fulton
 - Kay motion for approval
 - Seconded by Riggs
 - Approved by acclamation

Election: Selection of Board Chair and Vice-Chair for FY20 Term

- Courtney Frazier was elected as FY20 Chair for the Colorado Tourism Board.
- Doug Price was elected as FY20 Vice-Chair for the Colorado Tourism Board.

Fulton concluded presentations with closing remarks.

Meeting adjourned at 1:27 PM

- Riggs motion for approval
- Seconded by True
- Approved by acclamation

