



Colorado Tourism Board Meeting Minutes March 18, 2020

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

CTO Staff: Cathy Ritter, Director; Jill Corbin, Deputy Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; David Fishman, Senior Manager of Fiscal & Operations; Elizabeth O’Rear, Senior Manager of Grant Programs; Nataszhya Rodriguez, Marketing & International Coordinator; Jackson Feld, Board Liaison & Executive Assistant

CTO Contractors: Dave Fluegge, Social; Caitie Johnson, PR; Katie Payer, CRAFT; Shelley Cooper, Domestic Marketing; Deb Brannon, Special Events, Carly Holbrook, PR; Liz Birdsall, International

MMGY Global: Clayton Reid, CEO; Kim Lenox, Casidy McNally, Jessica Hollenbach

Karsh Hagan: Colin Langham, Lauren Corna

Destination Think: William Bakker, Tyler Robinson, Shannon Landreth

Miles Partnership: Laura Libby, Hannah Brown

Virtual meeting convened at 12:03pm

Welcome and Introductions

Board Member Statements

- Frazier: Focusing on keeping an eye on the horizon for longer-term solutions and supporting the most vulnerable groups: employees and family members.
- Price: Colorado Springs is following federal, state and CTO guidelines, communicating twice a day with partners, changing things to online, working from home and shutting down the visitor center.
- Riggs: Went from 450 employees to 7 in one day. Lobbying at all levels and helping put together a list of restaurants that are open and promoting this as a great alternative waiting in line at the grocery store.
- Fulton: With cultural attractions closed, how do we sustain employees? We are trying our best to make the community feel connected with online museum visits.
- Stinchcomb: Facing multiple closures and guests cancelling travel. The ski industry has a closing day every year so they have the protocols at the ready. Seasonal employee





base: anticipating temporary employment. Making sure they are taking care of short term needs of guests and employees.

- Demeule: The closure of all casinos did not come as a surprise. Some native American casinos are open, but most of them are closed. 375,000 casino employees were affected by the closure. Cleaning out facilities and walking away until operations resume.
- Kay: We have a transition plan in place and are implementing it right now. Going to need a separate plan for service recovery for guests that had to abruptly leave. How can we retarget the people and welcome them back another time?
- Piccolo: Feel quite lucky compared to other sectors because it is a prime time to ride bikes. Haven't heard about big races being canceled, if crisis persists will see cancellations and big rides/ races cancelled.
- Senator Hisey: We are facing a big budget concern, and a concern about how it is going to affect the tourism budget.
- Representative Soper: The regular legislature moved to a wartime legislature very quickly. There is a lot of instability, which caused a lot of concern from legislators. Who is going to be on the primary ballot?
- James: There has been an odd rally in cannabis, customers and patients are buying a lot. Worried about employees, most okay coming to work. Not allowing a lot of people in the lobby, enforcing 4-6-foot space around people.

Adoption of Past Board Meeting Minutes

- Revised to include Andrea Fulton as attending January Board meeting
- Doug Price moved for approval
- Bob Stinchcomb second
- Motion passed by acclamation

Fiscal Report: *David Fishman*

- Shared an overview of the monthly budget report

Directors Report: *Cathy Ritter*

- States that come out of crisis the best are the ones that focus on their brand

Marketing Report: *Shelley Cooper*

- Paused entire remainder of winter campaign
- Shifting to focus on road trips

MMGY Media Strategy

- Travel industry will bounce back as people will want to travel after this is over
- Looking for the right timing of when to come back full force
- Stinchcomb: Travelers will need clarity on exactly what is open

Discussion: COVID-19 Response

- Cain: CTO can reintroduce Colorado when the time is right, invite them to Come Back to Life
- Corna: Will be important to ensure that people feel encouraged to travel, but also safe and respected





Discussion: Cannabis Content on colorado.com

- Price: After COVID, we are going to have to reintroduce Colorado. We don't want to be tone deaf.
- Ritter: Will continue the discussion at the next meeting of the Revenue Task Force.

Meeting Adjourned 3pm

- Kieran Cain motioned
- No second
- Approved to adjourn

