



Colorado Tourism Board Retreat Minutes

August 6 – 7, 2019

Attendance:

Board of Directors: Courtney Frazier, Chair; Doug Price, Vice Chair; Sen. Dennis Hisey; Rep. Barbara McLachlan; Rep. Matt Soper; Sean Demeule; Sonia Riggs; Lucy Kay; Pete Piccolo, Tammie Thompson-Booker, Andrea Fulton, Kieran Cain; Wanda James

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; Julie Dufault, Executive & International Coordinator;

CTO Contractors: Carly Holbrook, PR Strategist; Caitie Johnson, PR Strategist; Dave Fluegge, Social Contractor; Bri Seifert, International FAM & Partner Relations Manager

Guests & Industry Partners: Trever Cartwright, Coraggio Group; Leslie Hylton, OEDIT; LeeAnn Morrill, Governor's Office; Courtney Krause, Governor's Office

MMGY Global: Clayton Reid

Karsh Hagan: Tracy Broderick; Lauren Corna

Miles Partnership: Laura Libby; Hannah Brown

August 6, 2019

Meeting convened at 11:30AM

Frazier led Welcome and Introductions

Adoption of May Board Minutes

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

Board Compliance: CORA and Open Meetings Act by LeeAnn Morrill, First Assistant Attorney General & General Counsel to the Attorney General Public Officials Unit

Break at 12:55PM

Board Governance: Purpose of the Board by Trever Cartwright, Partner, Coraggio Group



Presentation: Copper Mountain Overview by Graeme Bilenduke, Capital Projects, Copper Mountain Resort

Frazier concluded presentations with closing remarks.

Meeting adjourned at 5:25 PM

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

August 7, 2019

Meeting convened at 8:00AM

Board Governance: Final Checkout by Trever Cartwright, Partner, Coraggio Group

Review of the Industry Partners Micro-Site by Hannah Brown, Content Director at Miles Partnership

Review of the FY20 Board Book by Julie Dufault, Executive & International Coordinator

Discussion: Legal Cannabis & Tourism Promotion

- The promotion of cannabis is top-of-mind for the new administration.

Break at 10:45AM

Sneak Preview of 2018 Research Announcement by Cathy Ritter

Discussion: Colorado Tourism Roadmap 2.0

- For Discussion: (1) What worked well in the last round?
 - Frazier: Using a third party to guide us through this process is what helped make the current version so useful.
 - Fulton: To me it feels like this is more of a refresh of a strategic plan rather than rewriting the whole structure as our four pillars are still valid.
 - Kay: I think the one pillar that may be most subject to change is "Advocate".
 - Ritter: I think the way we communicated the Roadmap went very well during the last round. This has become an industry standard which created clarity for everyone who works with us.
 - Frazier: These listening sessions were critical to create a path to alignment within the industry.
- For Discussion: (2) What could we do better next time?
 - Ritter: We now have clarity around pillars and travel regions. We could establish working groups within the regions.
 - Riggs: I feel like vision statement we have now is a vision statement, maybe we need to incorporate a value statement.

Frazier concluded presentations with closing remarks.

Meeting adjourned at 12:10PM



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

