



Colorado Tourism Board Meeting Minutes

April 17 2020 12:00pm-2:00pm

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, Representative Barbara McLachlan

CTO: Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Jill Corbin, Deputy Director; Taren Mulch, Director of Visitor Services; David Fishman, Senior Fiscal & Operations Manager; 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

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: Linda Hill, Molly McKinley, Rachel Brown, Pam Denahey, Ken Gart, Laura Patten, Tom Watkinson, John Wood

Meeting convened at 12:03pm

Welcome and Introductions *Courtney Frazier, Board Chair*

Approval of Minutes, etc.

- Andrea Fulton moved for approval
- Seconded by Representative McLachlan
- Motion passed by acclamation





Fiscal & Budget Update: *David Fishman, CTO Senior Manager of Fiscal/ Operations*

- Presented contract list and budget update

Director's Report: *Cathy Ritter, CTO Director*

- Welcomed two new employees: Emily Haddaway and Andrew Grossmann
- Described CTO's Restart Colorado plan based on same "Wait, Ready, Set, Go" framework as the marketing plan; not date specific, but data driven

Presentation: US Travel Assn/MMGY Traveler Sentiment Research: *Chris Davidson EVP/ Insights & Strategy, MMGY Global*

- Davidson: Study shows people feel most safe in their personal car, meaning road trips will be a priority for travelers

Presentation: Wait, Ready, Set, Go Marketing Plan: *Shelley Cooper, Marketing Contractor, CTO; Jessica Hollingsworth, Account Director, MMGY Global; Carrie Gill, Group Media Director, MMGY Global*

- Data from public health officials and traveler sentiment will drive each phase of campaign. It will start with in-state residents and move to drive markets then high-potential audience segments as economy reopens.
- Corna shared "Let's CO"- themed campaign creative

Board Discussion: Mid-term recommendations for tourism recovery & Board Member Updates

- Price: Since the recommendations got submitted to the governor, COS is using them to figure out what to do to locally to adopt some of the ideas. Trying to jump start how Colorado Springs can adopt some of the ideas on the committee document.
- Sean Demeule: The casinos are closed and will open whenever it is safe. March is usually a big month and a tough month to lose and the summer months are strong months for casinos. Assuming that opening will entail some social distancing- shut down spas, poker rooms, every other slot machine, removing half the chairs. Going to be a slow build of months to see revenues from before this.
- Stinchcomb: Similar comments to Sean. There has been some consideration for summer operations, even with outdoor activities. What is the new model of operation going to look like? Hotel environments, outdoor facilities, hoping to open some of the outdoor experience. Want to make sure to reconnect to the businesses. Reiterating importance of telling everyone exactly what is open and where, what will I be able to do?
- McLachlan: Very concerned about what Polis has announced- federal money is going to big areas and not to rural Colorado. Tourism is what rural communities live on. Colorado's own backyard is a good thing to promote, keeps local dollars local and supports small businesses.
- Fulton: Summer is a big season for arts and culture with concert venues and other large venues. Trying to help create scenarios to help meet in the middle to accommodate public experience in a safe way. Anticipating a long recovery.
- James: Cannabis changes a lot. All dispensaries are open, most doing curbside, most doing some internal with spacing in between them. 4/20 is a big weekend for the industry. Doing a 4/20 fundraiser, asking owners to donate 4.2% of sales to the governor's fund to be able to help Coloradans.





- Thompson-Booker: 1 hotel closed but the others are up and operating. Down significantly across the board. Waiting patiently for things to return to whatever the new normal will look like. Hopeful that people will want to go to not populated places.
- Piccolo: Colorado Classic and Steamboat Gravel are both still on the books. All the other events are still hoping for the best. Worked hard with the Governor to make sure that biking is all right and to keep bike shops open for repairs. Challenging to maintain safe distancing at crowded trailheads.
- Kay: Looking at July 4th as a kick off, may be too early. A lot of events being postponed to late summer and fall. Need to be mindful of how many things are stacking up against each other.
- Frazier: Looking for next phase past this crisis. Summer seasonal businesses, looking for economic grant and loan programs for summer businesses.

2:00pm

Adjournment

