



Colorado Tourism Board Meeting Minutes

September 29, 2019

Attendance:

Board of Directors: Courtney Frazier, Chair; Doug Price, Vice Chair; Andrea Fulton; Rep. Matt Soper; Bob Stinchcomb; Kieran Cain; Lucy Kay; Sonia Riggs; Tammie Thompson-Booker; Wanda James

CTO Team: Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Jill Corbin, Director of Destination Development; Taren Mulch, Director of Visitor Services; David Fishman, Senior Fiscal & Operations Manager; Elizabeth O’Rear, Senior Manager of Grant Programs; Abby Leeper, Communications Manager; Kaiti Jacobson, Manager of Industry Partnerships; Natazshya Rodriguez, Marketing Communications Coordinator

CTO Contractors: Bri Seifert, International FAM & Partner Relations Manager; Caitie Johnson, PR Strategist; Carly Holbrook, PR Strategist; Dave Fluegge, Social Contractor; Jennifer Barlett-Alpert, France, Germany & UK Representative; Liz Birdsall, Australia, Canada & China Representative

Guests & Industry Partners: Brianna Schroth, Ameristar Casino; Charles Goeldner, University of Colorado; Cindy Wilkinson, Colorado Welcome Center – Fruita; Debbie Lininger, Colorado Parks & Wildlife; Elizabeth Sumner, Alamosa CVB; Erik Barstow, Visit Fort Collins; Jason Murray, Southwest Adventure Tours; Jason Robertson, United States Forest Service; Jeff Lyman, Sky Ute Resort Casino; Jennifer Shea, Steamboat Ski & Resort Corp.; Julianne Dufault, ITM; Julianne Fredrick, Tour Colorado; Justin Hill, MARS Hospitality; Kale Mortensen, Alamosa CVB; Lenore Bates, CDOT Colorado Byways; Linda Hill, Hill Avenue Marketing; Mark Uriarte, Denver International Airport; Marty Hackett, Colorado Welcome Center – Trinidad; Molly Mendez, Alamosa Welcome Center; Nancy Rezac, Visit Longmont; Natalie Vessey, Colorado Welcome Center – Outlets at Silverthorne; Orilee Witte, Colorado Welcome Center- Fruita; Savannah Schlaufman, Alamosa CVB; Scott Peterson, Chaffee County Visitors Bureau; Susan Harrison, Visit Durango; Rhonda Peterson, Colorado Welcome Center – Burlington; Steve Kaverman, Royal Gorge Region; Sue Carter, Colorado Welcome Center – Julesburg; Tom Kleinschnitz, Moffat County Advocate;

MMGY Global: Carrie Gill; Cassidy McNally; Clayton Reid; Jessica Hollenbach; Jessica Schultz; Kate Harrison; Kim Lenox

Karsh Hagan: Colin Langham; Tracy Broderick

Miles Partnership: Hannah Brown; Laura Libby; Pat Attkinsson

Meeting convened at 12:00PM



Frazier led Welcome and Introductions

Adoption of August Retreat Minutes

- Tammie Thompson-Booker moved for approval
- Seconded by Lucy Kay
- Motion approved by acclamation.

Fiscal & Audit Update, *David Fishman*

- David Fishman, CTO Senior Fiscal & Operations Manager, created a budget tracking spreadsheet that updates in real-time. This allows staff to see where their program budgets are netting out at any given moment.

Director's Report, *Cathy Ritter*

- In an effort to make board meetings more engaging, time to discuss the value of tourism will be built into future agendas. This idea was put forth by Lucy Kay.
- 'Colorado Concierge' officially launched in the week leading up to the Colorado Governor's Tourism conference.
- Six major state-wide partners are now a part of coalition to share the 'Care for Colorado' principles.
- Revenue Task Force is researching other funding opportunities for the CTO, as costs go up and spending power goes down.
- 'For the Love of Colorado,' a group exploring ways to fund the Colorado Plan, is proposing creation of new tourism-based taxes that could yield revenue for the CTO.

Value of Tourism:

- Previewed a video that details how the CTO has executed on the 'Colorado Tourism Roadmap' strategic initiative. The initiative was adopted in 2017 and is nearing completion, with 'Roadmap 2.0' in the works.

Discussion with For the Love of Colorado: Protecting the Colorado Water Plan

- Tim Wahlgenant, executive director of 'For the Love of Colorado,' opened conversations about an industrywide tax that could be a long-term solution for the Colorado Water Plan, in addition to providing additional funding support for statewide tourism promotion via a structured tax mechanism.

Presentation: Evolution of "Come To Life" for Winter 2019-2020, *MMGY Global and Karsh Hagan*

Frazier concluded presentations and discussions with closing remarks.

Meeting adjourned at 2:00PM

- Wanda James motion for approval
- Seconded by Tammie Thompson Booker
- Approved by acclamation

