Colorado Tourism Board Meeting Minutes
January 16, 2019

Attendance:

Board of Directors: Andrea Fulton, Chair; Doug Price; Courtney Frazier; Mike May (via phone); Sean Demeule; Pete Piccolo; Kieran Cain; Matt Skinner; Lucy Kay; Jesse True (via phone)

CTO Team: Cathy Ritter, Director; David Fishman, Fiscal/Operations Manager; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Elizabeth O’Rear, Manager of Destination Development; Kaiti Jacobson, Manager of Industry Partnerships; Abby Leeper, Communications Manager; Julie Dufault, Executive & International Coordinator; Natazhnya Rodriguez, Marketing Communications Coordinator

CTO Contractors: Caitie Johnson, PR Strategist; Jenn Bartlett-Alpert, International Market Manager; Bri Seifert, International FAM Manager & Partner Relations

Guests & Industry Partners: Betsy Markey, Executive Director of OEDIT; Denise Miller, SMARI; Tasha Wilson, Town of Frisco; Matt Anderson, representative for Rep. Barbara McLachlan

Karsh Hagan: Kathy Hagan, Lauren Berlamino, Nikki Baker

Miles Partnership: Laura Libby, Hannah Brown

Meeting convened at 12:00PM

Adoption of November Board Minutes

- Piccolo moved for approval
- Seconded by Cain.
- Motion approved by acclamation.

Fulton led Welcome and Introductions

Cathy Ritter’s Director’s Report

- Changes to the Colorado Tourism Board: As of January 21, Rep. Bob Rankin becomes Sen. Bob Rankin, filling a vacancy left by Sen. Randy Baumgardner’s resignation. Sen. Dennis Hisey from Colorado Springs will fill Sen. Baumgardner’s seat on the Colorado Tourism Board. Thus, the Republican House will require a new appointment. On the Democrat side, Sen. Leroy Garcia of Pueblo is now Senate President Garcia, with the ability to name a successor.
- The CTO is moving ahead with Colorado Hospitality Training Program which stems from the Colorado Tourism Roadmap. The first Advisory Meeting takes place on February 13th.
- Three organizations are joining the strategic partnership between CTO and Leave No Trace - the Colorado Hotel and Lodging Association, the Colorado River Outfitters Association and the Colorado Dude and Guest Ranch Association.
Fiscal Report by David Fishman

- PROPOSED ACTION ITEM: Increase the FY19 CTO budget to $20,438,500 to reflect the FY19 royalty payment of $225,000 from the Miles Partnership revenue share.
  - Price moved for approval
  - Seconded by Frazier.
  - Motion approved by acclamation.

Discussion with Betsy Markey, Executive Director, Colorado Office of Economic Development & International Trade (OEDIT)

- Governor Polis has a focus growing the Colorado economy especially in rural and underserved communities which is where OEDIT comes in well. On the Cabinet level, the Governor has put together cross-Cabinet Committees to work on building relationships and fostering collaboration.

Presentation: Overview of Colorado Rural Academy for Tourism (CRAFT), Elizabeth O’Rear, CTO Manager of Destination Development

Presentation: Outcomes of 2018 Spring/Summer campaign, Denise Miller, Executive Vice President, SMARI

Fulton concluded presentations with closing remarks.

Meeting adjourned at 2:07 PM

- Frazier motion for approval
- Seconded by Cain
- Approved by acclamation