



Colorado Tourism Board Meeting Minutes

March 20, 2019

Attendance:

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

CTO Team: Cathy Ritter, Director; David Fishman, Fiscal/Operations Manager; Andrea Blankenship, Director of International Tourism; Jill Corbin, Director of Destination Development; Taren Mulch (*via phone*), Director of Visitor Services; Elizabeth O’Rear, Manager of Destination Development; Kaiti Jacobson, Manager of Industry Partnership; Julie Dufault, Executive & International Coordinator; Natazshya Rodriguez, Marketing Communications Coordinator

CTO Contractors: Carly Holbrook, PR Strategist; Caitie Johnson, PR Strategist; Dave Fluegge, Social Contractor; Liz Birdsall, International Market Manager; Jenn Bartlett-Alpert, International Market Manager; Bri Seifert, International FAM Manager & Partner Relations; Katie Payer

Guests & Industry Partners: Betsy Markey, Executive Director of OEDIT; Matthew Anderson, Legislative Aide to Rep. Barbara Mclachlan; Denise Miller, SMARI (*via phone*); Juliana Rini, Elsy Studios; Cathy Loftus, Elsy Studios

Karsh Hagan: Kathy Hagan

Miles Partnership: Laura Libby, Hannah Brown

Meeting convened at 12:00PM

Adoption of January Board Minutes

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

Fulton led Welcome and Introductions

Cathy Ritter’s Director’s Report:

- Introducing new Colorado Infographic
- CTO is kicking off the next phase of our regional branding work by re-engaging Destination Think! to work directly with two of our new regions – The Great West and Pikes Peak Wonders.



Fiscal Report by David Fishman

- Note the budget through date of March 4th is pulled from the accounting system, the actual bills and invoices cover January and some of February.

Committee Reports

- Destination Development Committee led by Courtney Frazier
 - The CRAFT Workshop deadline is April 1
- International Promotion Committee led by Lucy Kay
 - Lucy attended ITB in March, the largest travel trade show in the world reminding us of the importance of advocacy. In attendance was representation from Denver, Colorado Springs, Mary Motsenbocker representing Broadmoor, and Jennie Green representing Mountain & Mesas.
 - On deck is IPW in Anaheim June 1-5, 2019.
- Leadership Committee led by Jesse True
 - The Second Leadership Class is doing well and had a great Colorado Springs experience.
 - Recruitment for the Class of 2020 will begin soon. This is a necessity to make sure the right types of people are enrolled in the Leadership Class.
- Tourism Marketing Committee led by Kieran Cain
 - Results from the Spring/Summer campaign testing and key findings are available comparing new titles. Testing highly on print, digital, and across the board is “*Are you Ready?*”. Karsh Hagan came forward with an adjusted plan for a Spring/Summer campaign and will make adjustments to target high value traveler.
- Western Hospitality Update led by Sonia Riggs
 - Great participation at the first meeting, overwhelmingly people in the industry agree this is the right thing to do.

Discussion: FY20 Budget Outlook, *Cathy Ritter, CTO Director*

- OEDIT has been asked to take a 5% cut from the general fund, the impact is hundreds of thousands of dollars to CTO
- Overall concern was expressed with cutting marketing budget, rural budget, and international budget
- Open Discussion:
 - Skinner – The international experience is invaluable – we (Telluride) can only afford so much and piggy backing off of international efforts is the only way we can get through the direct channels.
 - Frazier – How would a cut impact smaller and rural areas? Cutting some media would exclude rural Colorado. The folks being impacted first are the ones that need the help the most such as small businesses, rural Colorado, etc. With CTO serving at the top of the funnel, who is impacted at the bottom? While we are looking at what a 5% cut means, we should also look at what adding 5% could do.
 - Markey – CTO has a strong case to possibly avoid a budget cut because you have the researching backing your case.
 - Ritter – My initial response is the best way to handle this ask is to show what CTO brings in from traveler spending then show how a cut in the budget impacts everything else down the funnel such as education and job creation. There is not



a good place to cut; the impact is going to hurt especially in rural areas where they don't have the budgets to account for the difference.

Presentation & Discussion: Cannabis Traveler Insights, *Denise Miller, Executive Vice President, SMARInsights*

Presentation: Welcome Center Upgrades, *Cathy Loftus, Elsy Studios*

Fulton concluded presentations with closing remarks.

Meeting adjourned at 2:13 PM

- Price motion for approval
- Seconded by Frazier.
- Approved by acclamation

