



Colorado Tourism Board Meeting

January 13, 2020

Colorado Tourism Office
BOK Financial Building
1600 Broadway, Suite 2500, Denver, CO 80202
Conference Room: Rocky Mountain Conference Room
From 12:00 – 2:30pm

Webex Conferencing
+1-415-655-0001 US Toll
Access Code: 802 933 317

12:00PM– 12:10PM	Welcome & Introductions, <i>Courtney Frazier, Board Chair</i> Approval of Minutes
12:10PM– 12:40PM	Value of Tourism: Presentation/Discussion with Governor Jared Polis, <i>Cathy Ritter, CTO Director</i>
12:40PM– 1:00PM	ACTION ITEM: Final Review/Approval of FY20 Roles and Responsibilities
1:00PM – 1:40PM	Education: Summer 2019 Campaign Effectiveness, <i>Denise Miller, EVP, Strategic Marketing and Research Insights</i>
1:40PM – 2:00PM	Engagement: Discussion of Summer 2020 “Come to Life” Campaign Concept, <i>Karsh Hagan</i>
2:00PM – 2:30PM	Education: Impact and Opportunity of CTO Cooperative Marketing Program, <i>MMGY Global</i>
2:30PM	Adjournment

Next Meeting Date: March 18, 2020