



Colorado Tourism Board Meeting

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

Call in Information

Join from PC, Mac, Linux, iOS or Android: <https://mmgyglobal.zoom.us/j/383868665>

Join by phone: +1 301 715 8592

Meeting ID: 383 868 665

Board Agenda

- 12:00pm **Welcome and Introductions** *Courtney Frazier, Board Chair*
- Approval of Minutes, etc.
- Fiscal & Budget Update: *David Fishman, CTO Senior Manager of Fiscal/Operations*
- Director's Report: *Cathy Ritter, CTO Director*
- 12:15pm **Presentation: US Travel Assn/MMGY Traveler Sentiment Research:** *Chris Davidson EVP/ Insights & Strategy, MMGY Global*
- 12:30pm **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*
- 1:15pm **Board Discussion:** Mid-term recommendations for tourism recovery
- 2:00pm **Adjournment**

