

Colorado Tourism Board Meeting Agenda

March 17th, 2021 12pm-2:30pm MT

Call in Information

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Meeting ID: 956 2558 9263

Passcode: 538831

Agenda

- 12:00pm **Welcome and Introductions**, *Courtney Frazier, Chair*
- Approval of Minutes
Fiscal Report: *David Fishman, Senior Manager of Fiscal and Operations*
Director's Report: *Cathy Ritter, Director*
- 12:15pm **Education: Colorado Brand Health Study**, *Denise Miller, EVP, Strategic Marketing and Research Insights.*
- 12:40pm **Education/Engagement: "300 Days of Sunshine,"** *Shelley Cooper, Deputy Director of Marketing, and team.*
- 1:00pm **Education/Engagement: Recommendations of the CTO Inclusivity in Travel Advisory Group**, *Colorado Tourism Board Members Wanda James and Laura Valdez; Annie Kao, Founder, Ascent Inclusivity Consulting*
- 1:30pm **Annual Board Training:** *LeeAnn Morrill, First Assistant Attorney General and General Counsel to the Attorney General*
- 2:30pm **Adjournment**

