

# Colorado Tourism Board Meeting Minutes

March 17<sup>th</sup>, 2021 12pm-2:30pm MT

## Attendance

**Board Members:** Courtney Frazier, Chair; Doug Price, Vice Chair; Members: Bob Stinchcomb, Alex Boian, Lucy Kay, Sean Demeule, Tammie Thompson-Booker, Laura Valdez, Pete Piccolo, Sonia Riggs

**CTO:** Cathy Ritter, Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Andrew Grossmann, Director of Destination Development; Elizabeth O'Rear, Senior Manager of Grant Programs; Jill Corbin; Deputy Director; Shelley Cooper, Director for Marketing; Emily Haddaway, Manager of Industry Partnerships; David Fishman, Senior Manager of Operations; Natazshya Rodriguez, Marketing & Public Relations Coordinator; Jackson Feld, Executive Coordinator

**CTO Contractors:** Dave Fluegge, Social Strategist; Caitie Johnson, PR Strategist; Katie Payer, CRAFT Coordination; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor

**MMGY Global:** Jessica Hollenbach, Kim Lenox, Alyssa Wahrman, Clayton Reid

**Karsh Hagan:** Colin Langham, Tracy Broderick, Lauren Corna

**Destination Think:** Tyler Robinson

**Miles:** Laura Libby, Hannah Brown

**Other Attendees:** Betsy Markey, LeeAnn Morrill, Annie Kao, Denise Miller, Kelly Layton, Angela Wilson

## Welcome and Introductions, *Courtney Frazier, Chair*

- Approval of Minutes
  - Motioned by Doug Price
  - Seconded by Laura Valdez
  - Motion Approved by acclamation

Betsy Markey: Gave leaving remarks to the members of the board. She was appreciative of all the hard work and dedication from the board in seeking funding

Fiscal Report: *David Fishman, Senior Manager of Fiscal and Operations* Director's Report: *Cathy Ritter, Director*

- Fishman: Went through the fiscal outlook for the coming months, and the possibilities of state stimulus and the CTO's position to field a robust summer campaign.

Director's Report: *Cathy Ritter, Director*

- Gave an overview of staff updates, proposing new positions.



**Education: Colorado Brand Health Study**, *Denise Miller, EVP, Strategic Marketing and Research Insights.*

- Denise Miller provided an in-depth analysis of the Brand Health Survey. Highlights include: Over 75% people said they would visit Colorado or a competitor, pent up demand to travel- Colorado top of mind for 12% of consumers, Majority of people will visit between April and September

**Education/Engagement: "300 Days of Sunshine,"** *Shelley Cooper, Deputy Director of Marketing, and team.*

- Shelley Cooper and marketing team presented on new campaign, focusing on something that will last and the idea of Colorado as a place where you can come be yourself.
- Price: Will this include fall imagery

**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*

- Annie Kao, Laura Valdez and Wanda James went over the findings/recommendations from both Inclusivity in Travel Advisory Group sessions. Recommendations included increasing appeal to diverse travelers, more tailored messages, and diverse storytelling.
- Vote to endorse the findings of the Inclusivity in Travel Advisory Group
  - Thompson-Booker: Made the recommendation that the board endorse
  - Boian seconded
  - Endorsed by acclamation

**Annual Board Training:** *LeeAnn Morrill, First Assistant Attorney General and General Counsel to the Attorney General*

- Kay: motion to convene into executive session
  - Seconded by Riggs
  - Approved by acclamation

Entered executive Session at 1:45pm

- LeeAnn Morrill provided an in-depth refresher to Board policies and procedures for this annual board training. She discussed the Open Meetings Law, Conflict of Interest, Open Records, CORA and more

**Adjourned at 2:30pm**

