

Colorado Tourism Board Meeting Minutes

January 13th, 2021 12:00pm-2:00pm

Attendance

Board Members: Courtney Frazier, Chair; Doug Price, Vice Chair; Members: Bob Stinchcomb, Wanda James, 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; Abby Leeper, Communications Manager; Natazshya Rodriguez, Marketing & Public Relations Coordinator; Jackson Feld, Board Liaison & Executive Assistant

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: Carrie Atiyeh, Matthew Payne, Dr. Bob Contiguglia, Kacey Wulff,

Meeting convened at 12:03pm

Welcome and Introductions, *Courtney Frazier; Char*

Approval of Minutes, *all*

- Motioned by Doug Price
- Seconded by Acclamation
- Approved by Acclamation

Introduction of new board member Alex Boian

Fiscal Report/Budget Amendments: *David Fishman, Senior Manager of Fiscal and Operations*

- David Fishman walked the board through the budget and alerted the board that there were still some tweaks to be made with Cathy Ritter.
- Ritter: We are laying plans to market to travelers for arrivals beginning Memorial Day and beyond.



Board Member Updates

- Doug Price: Doing everything they can to get things to reopen. Colorado Springs is deeply distressed by news that the Air Force's recommendation to locate Space Command in Colorado was overruled by the President, who announced it would be located in Huntsville, Alabama.
- Sean Demeule: The casino industry is doing okay. Gilpin County numbers are decent now and they are working with counties to get the 5-star status. New Year's Eve usually biggest night but last call was at 9.
- Lucy Kay: Working through different colors on the dial and are currently on orange. Numbers are really spiking in Pitkin and Eagle but Christmas and holidays weren't as bad as it could've been. Really seeing the value of out of state marketing, we are going to have to do a lot of work to get our community to want levels of visitors back to pre-pandemic.
- Pete Piccolo: Supporting communities for repurposing street space to patio dining. Continuing work with Mountains and Mesas for digital platform.
- Tammie Thompson Booker: The hotel industry is the second hardest hit industry. Projecting a long recovery period.
- Sonia Riggs: Restaurants continuing to get killed. Happy with restaurants going from red to orange. In order for them to survive they need 75% capacity. New PPP might be a lifeline. Legislative session starts today. Encourages everyone to go eat out.
- Laura Valdez: Many museums, cultural attractions and performances, those who rely on earned revenue, very hard hit. PPP has helped them out.
- Alex Boian: Senior Director of Community Relations at Vail Resorts. Communicating with commissioners. Lower snowpack makes it challenging, but Vail Resorts is focused on communicating its commitment to safety to local residents.

Director's Report: *Cathy Ritter, Director*

- Director Ritter provided an overview of the upcoming programs and those in progress: a hotel promotion in partnership with CHLA, the low impact travel initiative, Care for Colorado monthly messaging, Colorado Concierge recognition program, survey to the industry, new platform Entrada and more.

Education: **Denver's 2026 World Cup Quest:** *Matthew Payne, Executive Director, Denver Sports Commission; Dr. Bob Contiguglia, Bid Co-Chair; Carrie Atiyeh, VISIT DENVER*

- The members of the Denver Sports Commission presented on the economic benefits of having Denver be one of the host cities for the 2026 World Cup. They also mapped out why Denver would be the perfect fit for a host city.
- Price: Call to action for letter of support from the CTO Board
- Motion to approve draft
 - Doug Price motioned
 - Lucy Kay seconded
 - Approved by acclamation

Education: **CTO's Destination Stewardship Plan:** *Jill Corbin, Deputy Director for Programs; Barb Bowman, Destination Stewardship Contractor; Shelley Cooper, Deputy Director for Marketing*

- Barb Bowman provided an overview of the destination stewardship work



- Bowman: 2021 and beyond: communication timeline, monthly meetings, increase membership, developing strategies, end of 2021 will have a tool for measurement of campaign effectiveness

Education/Engagement: Outlook for Re-Opening: *Kacey Wulff, Governor's Senior Advisor for COVID-19 Response, Resilience and Recovery*

- Wulff provided an overview of the outlook for reopening based on current case numbers and projections. COVID planning is always for two weeks ago, making future planning very tough.
- Wulff: At the mercy of federal manufacturing rates for distribution of vaccine in Colorado, but the team constantly reviews data and finds ways to change so that Colorado can be ready to pounce on available vaccine.

Meeting adjourned 2:00pm