

Colorado Tourism Board Meeting Minutes

May 19, 2021 12:00-2:00pm

Attendance

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

CTO: 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, Interim Director; Shelley Cooper, Director for Marketing; 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, Brian Klein, Briana Casey, Sarah Arnoldi, Kylee Sprengel

Karsh Hagan: Colin Langham, Tracy Broderick, Lauren Corna

Destination Think: Tyler Robinson

Miles: Laura Libby, Hannah Brown

Other Attendees: Angela Wilson

Meeting Convened at 12:03pm

Welcome, Introductions, & Board Updates - *Courtney Frazier; Chair*

Approval of Minutes

- Sonia Riggs motioned
- Tammie Seconded
- Passed by acclamation

Fiscal Report - *David Fishman, Senior Manager of Fiscal and Operations*

- Fishman: Big payment to MMGY for media buy for summer/fall

Board Updates

- Alex Boian: Looking at a close to the ski season- looking into summer operations, which should be back to normal. In favor of in person board meeting.
- Wanda James: In favor of in-person July meeting.



- Lucy Kay: Available in-person/virtual. CADMO is getting ready for their annual meeting. Adding one new member from the Town of Vail. Mountain Destination communities are seeing strong visitation numbers- early lodging destinations looking decent, starting to see business trips.
- Pete Piccolo: In-person meeting in July would be wonderful. Helping DD with a Southwest tourism bike project. Many bike races are sold out, registration from across the US with many new events.
- Sonia Riggs: Restaurants still having a hard time even though things are opening up. Worried about honor system. 92% of restaurants saying they are really struggling hiring people and can't fully open because they don't have the staff for it. Launching a restaurant specific job board. July 14 available and in favor of in person board meeting.
- Bob Stinchcomb: 14th works and would love to meet in person. Coming off a good ski season. Looking forward to the summer- a lot of pent up demand. Hoping to see a diverse set of visitors- groups, weddings etc.
- Tammie Thompson Booker: Available and wants in-person board meeting. Bookings are up but the biggest problem is hiring people. Unsure about the future.
- Sean Demeule: May 1 unveiled new games and new limits. Introduced baccarat. Seeing increases in table volume. Staffing has been a challenge.
- Doug Price: Doesn't have the labor for housekeeping/food and beverage. Demand is going to be tempered by supply. People want that good Colorado Style hospitality. Southwest started flying to Colorado Springs and are excited with the booking numbers.
- Laura Valdez: Interested and July 14 works great. Doing well and working through the masks. Taking approach to encouraging mask wearing due to variance of vaccination. Seeing national applicant pool for their hiring.

Board Member Appreciation - Courtney Frazier; Chair

- Courtney Frazier led appreciation for Doug Price and Sean Demeule

CTO Team Updates

- CTO office provided high level updates of new and existing programs

Summer Marketing Campaign – Shelley Cooper; Director of U.S. Marketing MMGY, Karsh Hagan

- MMGY outlined traveler sentiment and optimism that is emerging. Karsh gave an overview of the upcoming creative.
- Cooper: Primary objective- economic recovery by creating awareness of Colorado, drive consideration and visitation, and support meeting and events.
- Stinchcomb: Appreciative of the effective marketing strategies being put in place.

Adjournment 2:02pm

