



Roles and Operating Procedures Leadership Committee

August 18, 2021

Supports the Colorado Tourism Office (CTO) in developing a leadership program to activate the full potential of Colorado tourism through its people.

I. Shared Purpose

- **Compete:** To strengthen Colorado's competitive advantage through development of a stronger, more unified tourism industry.
- **Create:** To foster collaboration and create high performing tourism leaders.
- **Steward:** To promote responsible tourism practices in Colorado.
- **Advocate:** To educate participants understanding of tourism's economic impact on Colorado.

II. Roles

- A. Colorado Tourism Leadership Journey Program
 - Aims to strengthen Colorado's competitive advantage through development of a stronger, more unified tourism industry that will be even better equipped to serve as one of the state's leading economic drivers.
 - Maximize the program's impact through effective financial management and resource development, including:
 - Creation and management of an annual budget.
 - Procurement and management of vendor contracts in keeping with state fiscal policies.
 - Tracking and reporting of outcomes of program initiatives, vendor performance and budget.
 - To increase awareness of the leadership program through communication and education.
- B. Leadership Committee
 - Support the CTO in development of a comprehensive leadership strategy.
 - Advise the CTO on programming and initiatives for the development of leadership program.
- C. Leadership Partners
 - Execute the program strategy under direction of the CTO director and program manager.
 - Expand the capabilities and impact of the leadership program.

III. Procedures

- A. The Committee shall be chaired by a Board member. In consultation with the Board chair, the CTO Director recommends committee chairs for one-year terms, effective July 1. There are no restrictions on reappointment of

- committee chairs. Restrictions on reappointment of committee members are the prerogative of the Committee Chair and the CTO Director or designee.
- B. The Committee shall hold regularly scheduled meetings a minimum of four times per year.
 - C. Upon appointment to the Committee, members are obliged to attend at least three regularly scheduled meetings per year, whether in person or via a technology-based solution. A member not meeting this standard of participation is required to resign.
 - D. Meeting agenda and materials shall be shared with committee members at least three days prior to regularly scheduled meetings.
 - E. Committee members receive no monetary compensation for their service and are not eligible for reimbursement of travel expenses.
 - F. In regard to their service on behalf of the state of Colorado, members are subject to the requirements of Amendment 41.
 - G. Members are shielded from individual liability for acts of the Committee.