



COLORADO  
TOURISM OFFICE

# Colorado Tourism Board Meeting

July 12, 2023 12:00PM-2:00PM, Lunch 11:30 AM- Noon

## In-Person Location:

OEDIT Office- Rocky Mountain conference room  
1600 Broadway, Suite 2500  
Denver, CO 80202

## Virtual Meeting Details

Follow [this link](#) to join by computer

Meeting ID: 852 1040 6179

Or

Join by Phone: +1 719 359 4580 US

Find your local number: <https://us02web.zoom.us/j/85210406179>

## Board Meeting Agenda

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| 12:00 PM | <b>Welcome and Introductions:</b> <i>Bob Stinchcomb, CTO Board Chair</i>   |
| 12:10 PM | <b>Director's Report &amp; Budget Updates:</b> <i>Tim Wolfe, CTO Director; David Fishman, Senior Fiscal/Operations Manager</i>   |
| 12:30 PM | <b>Board Chair &amp; Vice Chair Election</b>   |
| 12:45 PM | <b>Longwoods International 2022 Research Update:</b> Brian Screptock, Longwoods International  |
| 1:15 PM  | <b>Destination Stewardship Strategy Update:</b> Jill Corbin, CTO Deputy Director of Stewardship  |
| 1:30 PM  | <b>Marketing Updates:</b> <i>Shelley Cooper, CTO Deputy Director of Marketing/MMGY</i> <ul style="list-style-type: none"><li>● Refreshed Audience Segmentation</li><li>● Fall Media Plan</li></ul> |
| 1:55 PM  | <b>Wrap Up and Q&amp;A</b>   |