

Colorado Tourism Board Meeting Minutes

March 9, 2022

Attendance:

Board Members: Courtney Frazier; Chair Bob Stinchcomb; Vice Chair, Lucy Kay, Laura Valdez, Pete Piccolo, Tammie Thompson-Booker, Alex Boian, Wanda James, Nick Ragain

CTO: Tim Wolfe, Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Andrew Grossmann, Director of Destination Development; Elizabeth O'Rear, Director of Grants and Funding; Jill Corbin; Deputy Director of Destination Stewardship, Shelley Cooper, Director for Marketing; David Fishman, Senior Manager of Operations; Nataszha Rodriguez, Brand Manager; Jackson Feld, Project Coordinator; Kaiti Jacobson, Program Manager; Sami Wells, Grants and Funding Manager; Hilary Lewkowitz, Destination Development Manager, Julie Dufault, International Promotions Manager

CTO Contractors: Deb Brannon, Events Contractor; Katie Payer, CRAFT Coordination; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor, Derek Schimmel; Destination Development Contractor

Handlebar PR: Caitie Johnson, Carly Holbrook

MMGY Global: Kim Lenox, Jessica Hollenbach, Carrie Gill, Mira Whang

Karsh Hagan: Tracy Broderick, Lauren Corna, Kathy Brown, Joseph Vollbracht

Miles: Laura Libby, Hannah Brown

Meeting called to order at 12:02pm

Welcome & Introductions, *Courtney Frazier; Chair*

Approval of Minutes

- Motioned by Lucy Kay
- Seceoded by Nick Ragain
- Approved by acclamation

Fiscal Update: David Fishman; Senior Manager of Fiscal and Operations

- Fishman: Needing board action. Original budget was authorized for a \$4m spend, but there was only \$3.1m in the fund. CTO came up with a plan to reduce the fiscal spend of \$900k.

Planned cuts

- Research -\$100,000
- Op's Marketing -\$100,000
- Social Media -\$8,000
- Colorado Concierge -\$29,000
- PR -\$40,000
- Destination Development -\$375,000
- International -\$50,000
- Advertising & Marketing -\$153,000
- Total: \$900,000

Motion from the board to approve our plan of action to save 900k in FY22



- Bob Stinchcomb motioned to acknowledge the FY22 change in budget –reduction of \$900k and approve line item breakdown as presented
- Seconded by Laura Valdez
- Motion approved by acclamation

Director's Report, *Tim Wolfe; Director*

- Director Tim Wolfe gave an overview of the projects and funding coming down the pipeline including: 3 major federal grants, legislative advocacy work, progress on Outdoor Retailer and the World Cup.

Board Member Updates

- Lucy Kay: CADMO is working on bill 1117 and doing advocacy work.
- Tammie Thompson Booker: No major updates at this time.
- Laura Valdez: Continuing prepandemic attendance levels and still rebuilding from staffing shortages.
- Nick Ragain: Asked entertainment and sporting agencies for feedback. Main question he heard was does the brand of Colorado reflect the music community and culture in Colorado.
- Bob Stinchcomb: Continuing with strong ski season but the international skier segment hasn't recovered.
- Pete Piccolo: A lot happening for transportation. There is a grant called Revitalizing Mainstreets grant for infrastructure to make space friendlier for bikers and pedestrians.
- Phil Washington: Anticipating up to \$400m in bipartisan infrastructure bill with formula funding and grants. Expecting big crowds for spring break. Lots of construction going on, moving security up to 6th floor, trying to open Africa to DEN, 39 new gates.
- Alex Boian: Great ski season- Vail extending season to May 1 Breck open through May 30.
- Wanda James: Seeing uptick in numbers of people across the retail industry. Still struggling to find employees.
- Courtney Frazier: Outdoor rec had an excellent year, Rocky Mountain National Park was the 5th most visited national park in the U.S. Dude ranches in Colorado had 50% avg occupancy in 2020 and are up to 87% occupancy in 2021.

Statewide Findings from Restart Colorado Tourism, *Andrew Grossmann; Director of Destination Development*

- Andrew Grossmann gave an overview of the CARES Act recovery fund initiative, giving workshops across the state and technical assistance.

Marketing Update, *Shelley Cooper; Deputy Director of Marketing*

- Mira Whang and Carrie Gill gave an overview of the summer marketing strategy, summer media & plan and summer creative.
- Lauren Corna presented on the summer creative.

Meeting Adjourned at 2:04pm

- Motioned by Tammie Thompson-Booker
- Seconded by Lucy Kay
- Meeting Adjourned by acclamation

