

# Colorado Tourism Board Meeting Minutes

## May 11, 2022

### Attendance:

**Board Members:** Courtney Frazier; Chair Bob Stinchcomb; Vice Chair, Lucy Kay, Laura Valdez, Pete Piccolo, Tammie Thompson-Booker, Alex Boian, Wanda James, Sonia Riggs, Phil Washington

**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:** Katie Payer, CRAFT Coordination; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor

**Handlebar PR:** Caitie Johnson, Carly Holbrook

**Miles:** Hannah Brown, Laura Libby

### Meeting called to order at 12:04pm

#### Welcome & Introductions, *Courtney Frazier; Chair*

##### Approval of Minutes

- Motioned by Bob Stinchcomb
- Seconded by Pete Piccolo
- Approved by acclamation

#### Director's Report, *Tim Wolfe; Director*

- Director Tim Wolfe gave his appreciation for outgoing board members Courtney Frazier and Lucy Kay and also gave an overview of the FY23 Budget Plan

#### Budget Review and Approval, *Tim Wolfe; Director, David Fishman; Senior Manager Fiscal/Operations*

- David Fishman provided an overview of the FY23 budget plan.

#### Motion to Approve FY23 Budget

- Motioned by Phil Washington
- Seconded by Lucy Kay
- FY23 Plan approved by Acclamation

#### FY23 Board Chair & Vice Chair Vote

- After Bob Stinchcomb and Alex Boian gave their remarks, **Bob Stinchcomb was voted as FY23 board chair.**
- After Alex Boian and Phil Washington gave their remarks for Vice Chair, **the vote resulted in a tie.** There will be a revote at July's board meeting so the legislators can vote.

**International Update:** *Andrea Blankenship, Director of International Tourism*

- The international team provided an update on all their initiatives, international sales missions and FAMS.

**PR Update:** *Caitlin Johnson; Handlebar PR, Carly Holbrook; Handlebar PR*

- The Handlebar PR team shared highlights from the past fiscal year, showcasing their stories and highlights from FY22, and previewing what is to come for the next fiscal year.

**Board Member Updates**

- Sonia Riggs: Still struggling as an industry, average restaurant is \$200k in debt. Struggling with increased cost and finding labor.
- Alex Boian: Vail had its longest season ever, skier visits up, but there is a perception of overcrowded resorts.
- Tammie Thompson-Booker: Facing serious staffing challenges.
- Laura Valdez: Seeing pre-pandemic numbers. Featuring exhibits focusing on climate change and bringing back positions and supporting learning loss for employees.
- Phil Washington: Air travel really picking up. Opened 16 more gates of 39 at DEN. The Great Hall construction project is going smoothly.
- Lucy Kay: Lucy: CADMO mountain communities have had a nice recovery. Up 11% in room nights with 30% increase in ADR- accommodations tax. Downtown places still in recovery mode. Some DMOs may lose funding. TIAC did not want to position as anti-housing.
- Pete Piccolo: Bikers may now roll through a stop sign, so beware. There is a new e-bike rebate as well as 206 organized bike events, which is a peak for Colorado.
- Bob Stinchcomb: Looking forward to the summer season, occupancy has increased and Alterra will be getting a lot of their 2021/2022 ski season data.
- Courtney Frazier: Very thankful for her time serving on the CTO board.

**Meeting Adjourned** at 2:03pm