



Colorado Tourism Board Meeting Minutes

November 9, 2022

Attendance:

Board Members: Alex Boian, Sonia Riggs, Nick Ragain, Tammie Thompson Booker, Pete Piccolo, Rachel Brown, Phillip Washington, Ken Murphy

CTO: Tim Wolfe, Director; Andrea Blankenship, Director of International Tourism; Taren Mulch, Director of Visitor Services; Elizabeth O'Rear, Director of Grants and Funding; Jill Corbin; Deputy Director of Destination Stewardship, Shelley Cooper, Director for Marketing; David Fishman, Senior Fiscal/Operations Manager; Natazshya Rodriguez, Brand Manager; Jackson Feld, Destination Stewardship Specialist; Kaiti Jacobson, Program Manager; Sami Wells, Grants and Funding Manager; Hilary Lewkowitz, Destination Development Manager, Julie Dufault, International Promotions Manager, Hayes Norris, Communications Manager, Will Anderson, Administrative Coordinator, Hope Smith, International Promotions Manager, Christina Tuchman, Marketing Manager; Michelle Wulfson, Copywriter

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

Handlebar PR: Carly Holbrock

Miles: Amy Hume, Hannah Brown

MMGY: Kim Lennox, Mira Whang

Karsh Hagan: Kathy Hagan, Renae Newman, Joe Vollbracht

Meeting called to order at 12:03PM

Welcome & Introductions, *Alex Boian; Vice Chair, Tim Wolfe; CTO Director*

- Introduction to new CTO staff member, Michelle Wulfson; Copywriter
- Approval of Minutes
 - Motioned by Tammie Thompson Brown
 - Seconded by Nick Ragain
 - Approved by acclamation

Director's Report- *Tim Wolfe, CTO Director*

- Director Tim Wolfe acknowledged the hard work of CTO Staff & Contractors involved in the 2022 Governor's Tourism Conference in September and discussed the positive impacts of the Vail Travel Classics that followed in Vail. Discussed Roadmap 2.0 being in final stages for publication in print and on the OEDIT website and general OEDIT website updates to come by the end of 2022.
- Senior Fiscal/Operations Manager for the CTO, David Fishman, provided an update on current CTO budgets, spending & contracts



Official Business Wrap Up

- Motioned by Tammie Thompson Booker
- Seconded by Sonia Riggs
- Official Business closed by acclimation at 12:20PM

International Update- *Andrea Blankenship, CTO Director of International Tourism*

- Walkthrough of EDA funding & usage
- New French in-market representation: B World Communication starting Jan. 1, 2023
- Review of sales missions
 - Mexico City October 18-22, 2022
 - UK & Ireland October 28- November 4, 2022
- FAM trips for journalist from Australia, Germany & UK took place October 13-20
- Note that International Traveler recovery is surpassing predictions

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

- Joe Voellbracht- Karsh Hagan
 - Winter Campaign Creative Update regarding new commercial, Pandora radio, Volta vehicle charging station, web, and Denver International Airport ads
 - Do Colorado Right winter backcountry safety campaign review
- Amy Hume- Miles Partnership
 - Review and user walkthrough of the new Partner Marketing Portal, a new partner resource this has been tested by some CTO partners already and will hopefully launch in early 2023. This resource will be helpful in keeping the CTO brand consistent with measurable results

Destination Stewardship- *Jill Corbin, CTO Deputy Director of Destination Stewardship*

- Jill Corbin provided an update on the newly formed Destination Stewardship Council and its goals
 - 1st meeting was held on October 25, 2022 with 26 partners and industry leaders representing over 50 boards, commissions & committees
 - First Gentleman of Colorado to join the Council in January, 2023

Grants & Funding- *Elizabeth O'Rear, CTO Director of Grants & Funding*

- Elizabeth O'Rear provided a review & statistics regarding current Grants & Funding from the CTO
 - The EDA funded Marketing Matching Grant has provided \$1.8 Million in funding for 7 organizations around Colorado, with five being in the I-25 corridor and two being rural. This is the most grant funding the CTO has ever provided and the lowest match ever required by the applicants
 - The Meeting and Events incentive program established by HB21-1263 looks to bring new meetings/events to Colorado and retain meeting threatened by cancellation. This has created the Cash Rebate Incentive Program & Direct Support Grant. The Program has been extended to June 30, 2024



Wrap Up & Q/A

- Phil Washington, *Board Member*
 - Vision 100 is underway to prepare Denver International Airport for 100,000 passenger capacity
 - DEN is working on expanding global connections to the continent of Africa and Istanbul
- Rachel Brown, *Board Member*
 - Brought up destination marketing that may be impacted across the state by election results and that the CTO may need to work more with communities due to results that will come inDest marketing and elections
- Nick Ragain, *Board Member*
 - Colorado Springs Switchbacks FC made it to conference finals
- Ken Murphy, *Board Member*
 - Pointed out that ski season is underway as resorts begin to open
 - Discussed visitor levels to Maroon Bells for 2022 and project to get zip code analysis on Western Slope visitors

Meeting Adjourned at 1:50 PM