



COLORADO
TOURISM OFFICE

Colorado Tourism Board Meeting Minutes

March 8, 2023

Attendance:

CTO Board: Bob Stinchcomb, Alex Boian, Sen. Dylan Roberts, Tammy Thompson-Booker, Phil Washington, Pete Piccolo, Ken Murphy, Rachel Brown, Sonia Riggs, Rep. Matt Soper, Laura Valdez, Nick Ragain

CTO: Tim Wolfe, CTO 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, Deputy Director for Marketing; David Fishman, Senior Fiscal/Operations Manager; Andrew Grossmann, Director of Destination Development; 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, Marketing Copywriter

Handlebar PR: Carly Holbrook, Caitlin Johnson

Miles Partnership: Amy Hume

MMGY: Carrie Gill, Mira Whang, Jessica Hollenbach

Karsh Hagan: Kathy Hagan, Renae Newman

CTO Contractors: Liz Birdsall, Katie Payer, David Santucci

Visit Grand Junction: Elizabeth Fogarty

Destination Colorado: Kelly Layton

Meeting called to order at 12:03PM

1:00PM - Welcome & Introductions; *Bob Stinchcomb, CTO Board Chair*

- Welcome to three new Board Members
 - Senator Dylan Roberts representing CO District 8
 - Senator Perry Will representing CO District 5
 - Representative Meghan Lukens representing CO District 26
- Approval of Minutes
 - Motioned by Ken Murphy
 - Seconded by Rep. Matt Soper
 - Approved by acclamation



- Note that May Board Meeting moved to May 11, 2023 and time increased to 4 hours to allow more time for budget and various other items

12:30PM- Director's Report; *Tim Wolfe; CTO Director*

- Budget review from David Fishman, CTO Senior Fiscal/Operations Manager
 - Changes presented for approval and provided to all board members in Board Packet
 - Motioned by Sonia Riggs
 - Seconded by Rep. Matt Soper
 - Approved by acclamation
- Director's Report
 - Recognition of International Women's Day
 - Michelin Program Review
 - Results from Michelin are favorable
 - 4 Regions in the State to begin program
 - Denver, Boulder, Vail/Beaver Creek, Aspen/Snowmass
 - Remarks from Sonia Riggs
 - Colorado is working to elevate the culinary scene and this is a great time for this program to be starting
 - Has the potential to bring in many international visitors
 - Discussion around specifics of program
 - Note that specifics of program should be kept within the group and no press releases can be done or there would be risk to the program as a whole
 - Official announcements will be planned by the individual communities and take place sometime this Fall
 - Destination Colorado Review
 - Instrumental in the MEI program, which is showing statistical success
 - Program ends June 30, 2024
 - Any leftover budget will possibly be used elsewhere, but no plans to move any money away from the program
 - CTO Adrian Awards
 - 2 wins for DCR and Shine a Little Brighter campaigns
 - CTO Deputy Director of Marketing recipient of Top 25 Marketing Minds Award
 - Marketing Portal is now live
 - International Database in the works
 - Partnership with Exchange being looked at

12:45PM - Destination Development Update; *Andrew Grossmann, CTO Director of Destination Development*

- Electric Byway program review
 - Goal to electrify all 26 Byways in the state, and CTO is half-way to this goal
- Dark Sky Certification Mentor Program overview
 - Result of HB22-1382 passed last session
 - Working with Colorado Chapter of the International Dark-Sky Association (IDA-CO)
 - Overview of program design and outreach efforts



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- 18 locations involved in total
 - 15 certified
 - 4 working to get certified
- Ancillary benefits and PR coverage highlights
- Highlights of community work CTO is doing with areas like Roaring Fork Valley around balance of tourism and quality of life for citizens
- Conversation surrounding Dark Sky Program
 - Colorado is geographically primed for this program, along with other western states
 - Benefits include overnight visitation, rural development for little capital, unique accommodation development, inclusion of Native Tribes

1:00PM- Marketing Update; Shelley Cooper, CTO Deputy Director of Marketing

- **PR Trends & Update; Hayes Norris, CTO Promotions Manager & Caitlin Johnson/Carly Holbrook, Handlebar PR**
 - FY23 deliverables to date overview
 - Key Winter Initiatives overview
 - Desksides in Chicago
 - Travel Classics West
 - Key Summer initiatives overview
 - NY Desksides
 - Summer “What’s New” release out today
 - Proactive summer pitching and media trips
 - Summer Media Reception in April
 - Destination Development/Agritourism Media Reception in June
 - Recent coverage highlights
 - 2023 editorial trends review
 - Bleisure, New Wave Wellness, Return to the City, Travel Like a Local, Set-Jetting, Cowboy-cations, Survivalist & Off-the-Grid Travel, Electric Road Trips, Indigenous Groups Spotlight Their Lands
- **Industry Overview; MMGY**
 - Travel Trends
 - Traveler sentiment decreasing due to rising travel costs
 - 2023 trends include local led tours/experiences, exchange rate travel & continued rise in wellness travel
 - Strategy overview
 - Summer Campaign April-August 2023
 - Focus on Shine a Little Brighter
 - Market Strategy
 - Summer Market Analysis
 - Maintain presence in markets from last summer and new focus on FL destinations, SF Bay area & Seattle-Tacoma
 - Summer Market Recommendation review
 - Audience Approach overview
 - Summer Terminal Subset
 - Key pillars of media strategy
 - Summer Channel Allocations
 - Summer SALB Partner Recommendations



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- New opportunities review
- Social Media
 - Strategy overview
 - Influencer strategy via Instagram & TikTok
- DCR strategy
 - Summer channel allocations
 - Partner- Undertone
 - Partner- Colorado Welcome Centers

1:45PM- Wrap Up and Q&A

MEETING ADJOURNED 2:00PM