

Colorado Tourism Board Meeting Minutes

September 21, 2022

Attendance:

Board Members: : Bob Stinchcomb, Tammie Thompson-Booker (remote), Peter Piccolo, Nick Ragain, Rachel Brown, Alex Boian, Wanda James, Ken Murphey, Sonia Riggs (remote)

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; 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, Cheryl McDonald, Dinosaur Welcome Center Manager, Marty Hackett, Trinidad Welcome Center Manager, Leslie Stagner, Lamar Welcome Center Manager, Laurie Dickey, Fruita Welcome Center Manager, Nellie Perry, Burlington Welcome Center Manager, Rhonda Peterson, Burlington Welcome Center Manager, Valerie Price, Julesburg Welcome Center Manager

CTO Contractors: Katie Payer, CRAFT Coordination; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor, Ben Diaz, Mexico Representative, Jim Odoire, UK Representative Contractor

Handlebar PR: Caitie Johnson

Miles: Amy Hume

MMGY: Kim Lennox, Mira Whang, Jaime Bartow, Carrie Gill

Karsh Hagan: Renae Newman, Joe Vollbracht

Meeting called to order at 12:09pm

Welcome & Introductions, *Bob Stinchcomb; Board Chair, Tim Wolfe; CTO Director*

- Approval of Minutes
 - Motioned by Alex Boian
 - Seconded by Wanda James
 - Approved by acclamation
- Welcome and intro to new Board Member, Ken Murphey
- Welcome to new CTO Staff and Welcome Center Management

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

- Director Tim Wolfe gave review of the CTO's roles for the state at large along with what tourism recovery looks like for Colorado compared to 2019. Touched on budgetary spending and grants as well as new marketing initiatives to continue recovery from COVID. Also discussed new Michelin program to boost culinary footprint on Colorado tourism.

Roadmap 2.0 Final Review and Approval by Board

- Motioned by Tammie Thompson-Booker
- Seconded by Nick Ragain
- Approved by acclamation

Destination Stewardship Update- Jill Corbin, Deputy Director of Destination Stewardship

- The Destination Stewardship team provided an update on all their initiatives, Jackson Feld joining their team, and the creation of the Destination Stewardship Council to come at the end of 2022.

International Update- Andrea Blankenship, Director of International Tourism

- Update provide on travel recovery out of COVID and projected years of full recovery as compared to 2019 levels
- Review of FY23 International strategies
- Review of budget and spending

Marketing Update- Shelley Cooper, Deputy Director of Marketing

- Hayes Norris, *CTO Communications Manager*
 - Travel Classics West happening in Vail over the week of Gov Con and CTO attending as it has not taken place in Colorado in many years
 - Taste of Colorado Reception happening in Vail over the week of Gov Con and CTO in attendance
 - Around a dozen FAM trips to Vail for these events
- MMGY, *Mira Whang & Carrie Gill*
 - MMGY provided an update on winter strategy and winter campaign goals
 - Marketing and Audience Strategy review
 - Regional and short haul markets focused on in winter
 - Long haul flight markets include new cities (LA, 4 Florida markets)
 - Budget use and paid media review

Wrap Up & Q/A

- Tim Wolfe; *CTO Director*
 - Thanks to MMGY, Karsh & other agencies
 - New CTO staff
 - Comparison of Colorado's tourism industry performance against other states
 - Q&A discussion about why numbers are dropping and when CO will be back to "new normal" for items like visitor spending
 - Visitor Guide orders up 11%
- Bob Stinchcomb; *Board Chair*
 - Shout out to CTO Staff, Deb Brannon and agency partners
- Deb Brannon; *Event Planner*
 - Over 400 Gov Con attendees
 - 1st in person Gov Con since 2019
 - Zero Waste Conference information and first time sponsor acknowledgments
- Kaiti Jacobson, *CTO Program Manager*
 - Review of rest of Gov Con agenda

Meeting Adjourned at 1:50 PM

- Motioned by Nick Ragain
- Seconded by Wanda James
- Meeting adjourned by acclimation