

# Colorado Tourism Board Meeting Minutes

## September 15, 2021 12:00-2:00pm

### Attendance

**Board Members:** Courtney Frazier; Bob Stinchcomb; Vice Chair, Lucy Kay, Laura Valdez, Pete Piccolo, Sonia Riggs, Senator Hisey

**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, Project Coordinator; Kaiti Jacobson, Program Manager

**CTO Contractors:** Caitie Johnson, PR Strategist; Katie Payer, CRAFT Coordination; Liz Birdsall, International Specialist; Barb Bowman, Destination Stewardship Contractor

**MMGY Global:** Jessica Hollenbach, Kim Lenox, Alyssa Wahrman, Clayton Reid, Briana Casey, Sarah Arnoldi, Kylee Sprengel, Kelsey Chabot, Merrick Vinke, Mira Whang

**Karsh Hagan:** Colin Langham, Tracy Broderick, Lauren Corna

**Destination Think:** Tyler Robinson

**Miles:** Laura Libby, Hannah Brown, Amy Hume

**Other Attendees:** Pat Meyers, Jill McGranahan

**Welcome & Introductions,** *Courtney Frazier; Chair, Pat Meyers; OEDIT Executive Director*

- Meyers: Shared high level statistics of Colorado's road to recovery and economic outlook. Outlined the arts and entertainment industry

### *Approval of Minutes*

- Motioned by Bob Stinchcomb
- Seconded by Lucy Kay
- Minutes passed by acclamation

### Board Member Updates

- Senator Hisey: Busy with committee meetings for the next few months.
- Lucy Kay: Breckenridge slowing down but business has been very good. CADMO and CCI is her most concerned area, as well as housing crisis for employees.
- Bob Stinchcomb: Challenging times ahead, but continuing to see good advanced booking for next season's destination skier market.



- Laura Valdez: Focusing on community partnerships going into the fall and winter. How to build community with those in Fort Collins to be a part of growth and recovery through a lens of inclusion.
- Sonia Riggs: Focus is on the workforce issue. 91% of restaurants still really struggling to hire new employees. There is more demand for restaurants now, but still 20% of consumers don't feel comfortable at a restaurant.
- Pete Piccolo: Celebrating return of bike events which are sold out. High attendance from people of all around and new bike race in Trinidad. Positive economic impact on business along the corridor.
- Courtney Frazier: Starting to generate some future interest in international travel. Occupancy looks pretty good but profits not really following. Hoping that ranches can operate at full capacity. More interest to outdoor recreation in general, but increased costs and less workforce

## **Meet and Greet with Tim Wolfe**

### **CTO Staff Updates**

- Elizabeth O'Rear: Gave an update about the marketing campaign with Destination Colorado targeting event planners.
- Andrew Grossmann: Gave an overview of the CARES Act Recovery program funds which are going to his workshops for destinations and industry associations.
- Andrea Blankenship: Goal for 2022 is to get back to 700k visitors, 2021 might be a flat year. Full time representation in Mexico. IPW is next week.

### **CTO Research Update, *Tim Wolfe; Director***

### **Campaign Overviews, *Shelley Cooper; Deputy Director of Marketing***

- The marketing vendors gave an overview of important campaign results including: 21M engagements and a total booking revenue of \$36.8M
- A fall campaign strategy was presented, highlighting positive sustainable impact potential with economic recovery and visitor dispersion
- A social strategy was presented, with a content audit and new systems, the marketing team is well poised for social success and engagement increases.

### **Adjournment at 2pm**

