

# Colorado Tourism Board Meeting Minutes

November 3, 2021 12:00-2:00pm

## Attendance

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

**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

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

**MMGY Global:** Kim Lenox, Jessica Hollenbach, Carrie Gill, Mira Gill, Kelsey Chabot, Brandon Layland,

**Karsh Hagan:** Tracy Broderick, Lauren Corna, Kathy Brown

**Miles:** Laura Libby, Hannah Brown, Rebecca McLain

**Other Attendees:** Tabithia Grooms, Echo Canyon River Exp.; Jeff Lyman, Sky Ute Casino; Bruce Dalton, Visit Aurora; Cynthia Eichler, Visit Fort Collins; Drew Southers, Visit Fort Collins; Katy Schneider, Visit Fort Collins; Aisha Martinek, Visit Fort Collins; Jennifer Bartlett Henriques, Colorado Marketing Connections; Kelly Layton, Destination Colorado; Tom Kleinschnitz; Jazmyn Johannassen, MSU Denver Student; Ximena Pareja, Xterra Tours; Dave Fluegge, Fluegge Consulting; Adam Zappa, Belo & Co; Jen Singer, Belo & Co

**Welcome & Introductions,** *Courtney Frazier; Chair,*  
*Approval of Minutes*

- Motioned by Tammie Thompson-Booker
- Seconded by Lucy Kay
- Minutes passed by acclimation

*Director's Update, Tim Wolfe*

*Fiscal Update/ Budget Questions, David Fishman*



## *Gov Con Overview, Kaiti Jacobson*

### **Board Member Update**

- Bob Stinchcomb: Ski resorts open, advanced booking and booking indicators looking towards a successful and busy winter ahead. International restrictions lifted which will help the return but going to need to be smart about international return.
- Sonia Riggs: Federal government gave money but 63% of restaurants did not get money and most are in debt (over \$180k). Seeing numbers start to slow down again. Number one issue is hiring but hanging in there as best they can.
- Rep. Soper: Article highlighting palisade as Colorado's wine country was very good for the tourism industry. 2020/2021 hotels have been good for rural and public land areas. Wide open spaces have been a draw for everyone.
- Tammie Thompson Booker: Lodging industry has had a great few years, just not in Denver. Housing issue and employee issue being seen in many communities. Small motels are turning into apartments and employee housing. Ready for ski season in Winter Park.
- Pete Piccolo: Transportation sector is number 1 contributor to greenhouse gases. \$12m in e-bike subsidies in the new budget. Possible free transit on high emission days. Lot of legislation into bike transportation and transportation space for next year's budget.
- Wanda James: Retail/cannabis having trouble keeping hourly employees fully employed. Seen continuation of last year's record sales, numbers are still up and popularity is still booming throughout Denver. Seeing many more large corporations come into Colorado buying numerous assets. Prop 119 failed in Colorado- was against this in the first place. Can't keep taxing cannabis to cure all the ills of society. Higher cost and taxes destroys the smaller business. Response to diversity pieces has been very well received.
- Laura Valdez: Relief dollars coming through the state. Museums and libraries have been considered as trusted sources of information, key to community health and recovery. Unique opportunity to be a part of the community building and tourism attraction. Museums are trying to be at the forefront of answering to community needs. Continuing to see recovery to visitation.
- Alex Boian: Expecting resorts to open soon, already some open. Kirsten Lynch is new CEO. Hallmark to Vail's DEI and very proud. Excited to get resorts open, snowmaking underway. Looking to operate at full capacity. New terrain opening encouraging new people to join the sport.
- Senator Hisey: Workforce housing committee: statewide issue now instead of resort issue. Has 400m to spend hoping to be highly leveraged.
- Lucy Kay: Coming off a surprisingly successful summer. Lot of businesses in a good place- renovations happening. Hiring issue is a universal truth as well as the housing issue. DMO leaning in to provide research data to help officials make the best decisions. Marketing money being considered to be used for housing.
- Courtney Frazier: Outdoor recreation has been up all across the board. Wide spectrum of activity going on. Glad about the Care for Colorado messaging. Looking forward to seeing the evidence. Workforce issues and finding capacity- ranches not knowing what they can maintain.

### **Winter Campaign Update, Shelley Cooper; CTO Director of Marketing**

- Fall campaign did very well, awaiting SMARI and Arrivalist results. 9.7 million engagements, 52.8 million in total booking revenue and a 35% lift in intent to visit Colorado
- New Shine A Little Brighter Campaign. New banners and tv spots, and bolded the word Colorado
- Cleaned up and renamed the OSVG to the Official Travel Guide- Explore Colorado. Gave it a perceived value and now photography is the dominating feature



**Restart Destinations Workshop Update**, Andrew Grossmann; CTO Director of Destination Development

- Serving as an extended recovery team to refine strategies and increase alignment between CTO and our industry partners. Getting a lot of engagement via these workshops.

**Destination Colorado Marketing Update for MEI**, Kelly Layton; Executive Director of Destination Colorado

- Kelly Layton provided an overview of the MEI, as well as showed a video for our partners to share to increase awareness of the funding source

**Meeting Adjourned at 1:45pm**

