



# Colorado Tourism Board Meeting Minutes

## July 18<sup>th</sup> – July 19<sup>th</sup>, 2017

### Attendance:

**Board of Directors:** Matt Skinner, Ian Steyn, Andrea Fulton, Courtney Frazier, Kieran Cain, Jamie Greeman, Barb Bowman, Dan Grunig, Jesse True, Mike May, Rep. Bob Rankin, Rep. Barbara McLachlan, and Sonia Riggs (*via phone*)

**CTO Team:** Cathy Ritter, Director; Kaiti Jacobson, Executive Coordinator; Kirstin Graber, PR; David Fishman, Fiscal/Ops; Amber King, US Marketing; Taren Mulch, Senior Manager of Visitor Services; Mateo Henderson, Director of Visitor Services; Jill Lammers, Director of Destination Development; Elizabeth O’Rear, Manager, Destination Development; Andrea Blankenship, Director of International Tourism; Julie DuFault, International Coordinator

**Karsh Hagan:** Lauren Berlamino, Kathy Hagan

**Miles:** Laura Libby, Hannah Brown

**Other:** John Lambeth, Civitas; Amie Mayhew, Colorado Hotel & Lodging Association; Jeff Thormodsgaard, Michael Best Strategies; Luke Teater, OSPB; Andrea Day, OSPB; Erin Silver, Nexus Policy Group; Doug Price, Colorado Springs Convention & Visitors Bureau; Eloise Hirsch, OEDIT; Mary Ann Mahoney, Boulder Convention & Visitors Bureau

### Tuesday, July 18<sup>th</sup>, 2017

**Meeting Opened at 2:45PM at Sylvan Dale Guest Ranch, Loveland, CO**

**Cathy Ritter** led Welcome and Introductions

**Cathy Ritter congratulated Barb Bowman and Courtney Frazier on appointment to second four-year terms.**

**Presentation:** Overview of FY18 Initiatives

- Funding Quest by Cathy Ritter, Director, CTO
- Domestic Marketing by Amber King, Director of U.S. Marketing, CTO
- Public Relations Plan by Kirstin Graber, Communications Manager, CTO
- International Tourism by Andrea Blankenship, Director of International Tourism, CTO



- Destination Development by Jill Lammers, Director of Destination Development, CTO
- Visitor Services by Mateo Henderson, Director of Visitor Services, CTO
- Colorado Tourism Leadership Journey by Kaiti Jacobson, Executive Coordinator, CTO
- Audit Management by David Fishman, Fiscal & Operations Manager, CTO

**Meeting Recessed** at 4:30PM

**Wednesday, July 19<sup>th</sup>. 2017**

**Meeting Opened at 8:45 am at Sylvan Dale Guest Ranch**

**Matt Skinner** led Welcome and Introductions

**Cathy Ritter's Director Report:**

- Outdoor Retailer Show Update
- Spring/Summer Shoot Update: adding Colorado Gear in TV Spots
- Miles Partnership Contract and Cost Break-down to achieve savings and locate other potential project savings

**Action Item:** Review and approval of revisions to FY18 Budget by Cathy Ritter, CTO Director and David Fishman, CTO Fiscal & Operations Manager

- Carry Forward and Cash Fund (must be spent during FY18);
- At the end of FY17 accounting combined all remaining FY17 13N0 funds and moved them to carry forward funds;
- Proposed budget revisions to approved FY18 budget:
  - Additional Source revenue from Miles contract increase \$75,000
  - Web/Publications expenditure decrease \$83,325
  - Groups Subcommittee expenditure increase \$10,000
  - Opportunistic Marketing expenditure increase \$23,325
  - Outdoor Recreation Expenditure increase \$50,000
  - International expenditure increase \$300,000 (from FY17 carry forward)
  - Welcome Center expenditure increase \$70,000 (from FY17 carry forward)
  - Research expenditure increase \$12,425

**Adoption of FY18 Budget Revisions**

Bowman motion for approval

Fulton second

Vote: Approved by acclamation

**Action Item:** Review and Approval of FY18 CTB Policies and Operating Procedures by Cathy Ritter, CTO Director

**Adoption of FY18 CTB Policies and Operating Procedures**

Frazier motion for approval

Cain second

Vote: Approved by acclamation

**Adoption of Minutes**



True motion for approval  
Greeman second  
Vote: Approved by acclamation

**Presentation:** Successful Strategies for Building Destination Funding: *John Lambeth, President, Civitas*

- Importance of Travel and Tourism Marketing
- Different Funding Options
  - Tourism Improvement Districts- California (TIDS)
- Share Research as it relates to State Funding Options
  - *Taxes Layer Hotel Assessment and Local TID?*
- Recent Developments on Taxes and Case Studies
- Colorado Opportunities
  - Best Practices in Funding Legislation
  - TABOR Issues
  - Estimate Assessments
  - Steps to Formation
    1. Confirm legal approach/draft outline of new legislation
    2. Tourism industry and legislative outreach
    3. Legislation drafted
    4. Legislative approval process
    5. Industry approval

**Meeting Recessed at 10:10AM**

**Meeting Re-Opened at 10:20AM**

**Presentation:** Why More Funding, *Cathy Ritter*

**Discussion:** Sustainable funding & spending priorities for the Colorado Tourism Office:  
*Moderated by John Lambeth*

- Cathy Ritter, CTO Director ends discussion by stating the final resolution: Near term plan is to seek legislative support for CTO budget while building industry support for long-term sustainability for the CTO.

**Meeting adjourned at 12PM**

Fulton motion for approval  
Bowman Second  
Vote: Approved by acclamation

