



# Colorado Tourism Board Meeting Minutes

## November 29, 2017

### Attendance:

**Board of Directors:** Matt Skinner (*via phone*), Andrea Fulton, Ian Steyn, Courtney Frazier, Barb Bowman (*via phone*), Dan Grunig, Sonia Riggs, Jesse True (*via phone*), Doug Price, Kieran Cain (*via phone*)

**CTO Team:** Cathy Ritter, Director; Kaiti Jacobson, Executive Coordinator; David Fishman, Fiscal/Ops; Amber King, US Marketing; Taren Mulch, Senior Manager of Visitor Services (*via phone*); Mateo Henderson, Director of Visitor Services; Jill Corbin, Director of Destination Development; Elizabeth O’Rear, Manager, Destination Development; Andrea Blankenship, Julie Dufault, International Coordinator; Kirstin Koszorus, Communications Manager; Jennifer Bartlett-Alpert, Marketing Manager – Europe; Liz Birdsall, Marketing Manager – Americas & Asia; Bri Seifert, International FAM Manager & Partner Relations; Dave Fluegge, Social & New Media Strategist; Carly Holbrook; Public Relations Strategist; Caitie Johnson, Public Relations Strategist;

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

**Miles:** Laura Libby, Hannah Brown

**Other:** Luis Benitez, Director, Colorado Outdoor Recreation Industry Office; Matt Clement, Director of Marketing, Arrivalist

### Wednesday, November 29, 2017

#### **Meeting Opened at 12PM**

**Andrea Fulton** led Welcome and Introductions

#### **Adoption of Minutes**

Motion for approval: Doug Price

Second: Barb Bowman

Vote: Approved by acclamation

#### **Cathy Ritter’s Director Report:**

- Farewell to Dan Grunig who will be leaving his position as Director of Bicycle Colorado.
- Atlantis Resort will discontinue the use of “Come to Life”, agreement between CTO and Atlantis cannot be confidential due to CORA



- Colorado Governor's Tourism Conference in Grand Junction was a major success from every aspect. Next year the conference will be held in Vail at the Hotel Talisa.
- Kaiti Jacobson will be promoted to the newly created position, Manager of Industry Partnerships.
- Recognition to the Board for all of their service during 2017.

**Fiscal & Audit Update** by *David Fishman, Fiscal & Operations Manager, and Cathy Ritter, Director of CTO*

- Final report of audit to come soon. CTO should not be audited again for the next 5 years.

**Presentation:** What the Outdoor Retailer Show Means for Colorado, Luis Benitez, Director, Colorado Outdoor Recreation Industry Office

**Presentation:** New Directions for Destination Development, Jill Corbin, CTO Director of Destination Development.

**Presentation:** Overview of FY18 Marketing Matching Grants, Elizabeth O'Rear, CTO Manager of Destination Development.

**Presentation:** CTO's latest research tool: Arrivalist, Matt Clement, Director of Marketing, Arrivalist

**Meeting adjourned at 2:03PM**

Frazier motion for adjournment

Grunig Second

Vote: Approved by acclamation

