



Colorado Tourism Board Meeting Minutes

January 17, 2018

Attendance:

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

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Manager of Industry Partnerships; 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; Julie Dufault, International Coordinator; Dave Fluegge, Social & New Media Strategist; Caitie Johnson, Public Relations Strategist;

Karsh Hagan: Lauren Berlamino, Kathy Hagan, Jordan Kuglitsch, Mattie Hannigan, Lindsay Mills, Parker Webbers, Dave Cook, Caroline Ganson

Miles: Laura Libby, Hannah Brown

Other: Willian Bakker, Destination Think!; Sara Prud’homme, Destination Think!; Shannon Landreth, Destination Think!; Denise Miller, SMARI Insights

Wednesday, January 17, 2018 Meeting Opened at 12PM

Andrea Fulton led Welcome and Introductions

Adoption of FY18 November Minutes

Motion for approval: Kieran Cain

Second: Ian Stein

Vote: Approved by acclamation

Cathy Ritter’s Director Report:

- Colorado Ski Country’s Emergency Conditions – decreasing visitation
 - Plan to reach out to ski industry for financial assistance as an act of unity around Colorado as a destination, not specific ski locations.

Fiscal & Audit Update, Cathy Ritter, Director of CTO

- Final Audit Report has been received and will review at the March Board Meeting



- Proposal to allocate \$200,000 from the CTO Cash Fund to support an expansion for the winter campaign.
 - Motion for approval: Kieran Cain
 - Second: Doug Price
 - Vote: Approved by acclamation

Presentation: Regional Branding Update, William Bakker, Chief Strategist & Partner, Destination Think!

- Workshops with tourism industry and key residents in March

Presentation: 2017 Spring/Summer Campaign Results, Denise Miller, Executive Vice President, SMARInsights

Presentation: 2018 Spring/Summer Campaign Strategy, Karsh Hagan Team

Meeting adjourned at 2:05PM

Motion for Adjournment: Kieran Cain

Second: Ian Stein

Vote: Approved by acclamation

