



Colorado Tourism Board Meeting Minutes

March 14, 2018

Attendance:

Board of Directors: Matt Skinner, Courtney Frazier, Barb Bowman, Mike May, Sonia Riggs, Jesse True, Doug Price, Kieran Cain, Andrea Fulton

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Executive Coordinator; David Fishman, Fiscal/Ops; Amber King, US Marketing; Taren Mulch, Senior Manager of Visitor Services; Jill Corbin, Director of Destination Development; Elizabeth O’Rear, Manager, Destination Development; Andrea Blankenship, Julie Dufault, International Coordinator; Kirstin Koszorus, former Communications Manager; Viera Nguyen; Administrative/Communications Coordinator; 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; Caitie Johnson, Public Relations Strategist; Taylor Haas, International/Destination Development Intern

Karsh Hagan: Kathy Hagan, Jordan Kuglitsch

Miles: Hannah Brown

Other: Mitch Nichols, Nichols Tourism Group; Kelly Brough, Denver Metro Chamber of Commerce; Cathy Noon, Mayor of Centennial; Richard Scharf, VISIT DENVER; Pete Piccolo, Bicycle Colorado

Wednesday, March 14, 2018

Meeting Opened at 12PM

Matt Skinner led Welcome and Introductions

Adoption of Minutes

Bowman motion for approval

Fulton second

Vote: Approved by acclamation

Motion to Accept CTO FY17 Performance Audit

Fulton motion for approval

Bowman second

Vote: Approved by acclamation

Cathy Ritter's Director Report:

- Announcement of the "Come to Life" campaign's debut date
- Regional branding workshop update
- Acknowledgement of the commencement of Colorado Rural Academy for Tourism (CRAFT)
- The exploration of a third experimental learning opportunity for Colorado Tourism Leadership Journey Class of 2018
- Announcement of CTO hosting first-time gathering of WESTO
- Update on cheftestants on Top Chef Colorado
- Agenda overview
- Invitation for members to contribute recommendations for Visitor Services Task Force
- Introduction of Viera Nguyen, Administrative & Communications Coordinator and Taylor Haas, International/Destination Development intern

Presentation: Kelly Brough, President and CEO of Denver Metro Chamber, provided an overview of research into Colorado transportation issues supporting a November ballot initiative for a sales tax increase for road construction and repair. Cathy Noon shared insight into the impact of solutions.

Presentation: Richard Scharf, president and CEO of VISIT DENVER, provided insight on the exploratory process of hosting the Olympics and Paralympic Winter Games in Colorado.

Presentation: An analysis of the of the Welcome Center Research, Mitch Nichols, Nichols Tourism Group. No action taken.

Meeting adjourned at 2:00PM

Cain motion for adjournment

Fulton Second

Vote: Approved by acclamation

