



Colorado Tourism Board Meeting Minutes

May 16, 2018

Attendance:

Board of Directors: Matt Skinner, Courtney Frazier, Mike May, Sonia Riggs (via phone), Jesse True (via phone), Doug Price, Andrea Fulton, Ian Steyn, Pete Piccolo, Kieran Cain (via phone)

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Manager of Industry Partnerships; David Fishman, Fiscal/Ops; Amber King, Director of US Marketing; Taren Mulch, Director of Visitor Services; Jill Corbin, Director of Destination Development; Elizabeth O'Rear, Manager of Destination Development; Andrea Blankenship, Director of International Tourism: Julie Dufault, International Coordinator; Viera Nguyen; Administrative/Communications Coordinator; Taylor Haas, International/Destination Development Intern.

CTO Contractors: Bri Seifert, International FAM Manager & Partner Relations; Dave Fluegge, Social & New Media Strategist; Caitie Johnson, Public Relations Strategist; Carly Holbrook, Lead Public Relations Strategist; Liz Birdsall, International Regional Manager; Jennifer Alpert-Bartlett, International Regional Manager.

Karsh Hagan: Lauren Berlamino, Kathy Hagan, Jordan Kuglitsch

Miles: Hannah Brown, Laura Libby

Wednesday, May 16, 2018
Meeting Convened at 12PM

Chair Matt Skinner led Welcome and Introductions

Adoption of Minutes

Skinner motion for approval

Price second

Vote: Approved by acclamation

Cathy Ritter's Director Report:

- Introduced Pete Piccolo with Bicycle Colorado and welcomed him to the Colorado Tourism Board.
- Presented Ian Steyn with a plaque in appreciation for his eight years of service on the Colorado Tourism Board. This was Steyn's final meeting as a board member.
- Introduced Taren Mulch as the new Director of Visitor Services for the Colorado Tourism Office.
- Thanked Matt Skinner for his time as the FY18 Colorado Tourism Board Chair. This was Skinner's last meeting as chair.

Presentation: Cathy Ritter, Director of Colorado Tourism Office, provided an overview of the Colorado Tourism Office's FY18 initiatives and results as well as a look ahead at initiatives for FY19. Change could be in store with the election of a new governor. Contracts with the CTO's two largest vendor partners – Agency of Record Karsh Hagan and content manager Miles Partnership, are set to expire June 30, 2019. Given the size of these two contracts, board members will be invited to participate in review committees for each of these two bid processes.

Motion to Accept CTO FY19 Budget:

Read by Skinner

Price motion for approval

Fulton second

Vote: Approved by acclamation

Discussion: Discussed where the extra \$150K allocates to; consensus that extra budget goes towards media and marketing.

Election: Selection of Chair and Co-Vice Chairs for FY19 Term

Andrea Fulton was elected as FY19 Chair for the Colorado Tourism Board.

Due to a tie vote, Courtney Frazier and Doug Price were elected as FY19 Co-Vice Chairs.

Presentation: Carly Holbrook, PR Strategist Contractor, provided insight on the CTO's wildfire crisis communications plan.

Meeting adjourned at 2:00PM

Frazier motion for adjournment

Piccolo Second

Vote: Approved by acclamation

