



Colorado Tourism Board Meeting Minutes

October 25, 2017

Attendance:

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

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Executive Coordinator; 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, Julie Dufault, International Coordinator; Kirstin Koszorus, Communications Manager; Harper Brown, Communications Intern; 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; Sarah-Jane Johnson; Public Relations Strategist

Karsh Hagan: Lauren Berlamino, Kathy Hagan, Pocky Marrantino, Jordan Kuglitsch, Nikki Baker

Miles: Laura Libby, Hannah Brown

Other: Mitch Nichols, Nichols Tourism Group; Aaron Nissen, Destination Think!; Malcolm Smith, US Travel Association.

Wednesday, October 25, 2017

Meeting Opened at 12PM

Matt Skinner led Welcome and Introductions

Adoption of Minutes

True motion for approval

May second

Vote: Approved by acclamation

Cathy Ritter’s Director Report:

- Introduction of Doug Price as the new board member serving on the Destination Marketing Industry seat
- Acknowledgement of Jamie Greeman’s service



- Launch of the inaugural class of the Colorado Tourism Leadership Journey
- Sustainability practices at GovCon
- Acknowledgement of new Leave No Trace Partnership
- Colorado the World – Conference Theme, a humble brag to Colorado.
- Agenda Overview

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

- An overview of spending through 10/16/17 was provided to the Board; no comments or questions were noted.

Presentation: Andrea Blankenship, CTO Director of International Tourism, provided overview of new international research; IPW General Manager Malcolm Smith shared insight into impact of U.S. Travel Association's annual international tradeshow coming to Denver for the first time since 1991.

Presentation: Final Report of yearlong Welcome Center Research, Mitch Nichols, Nichols Tourism Group.

Presentation: Regional Branding Overview, Aaron Nissen, Senior Strategic Consultant, Destination Think!

Meeting adjourned at 2:00PM

Frazier motion for adjournment

Steyn Second

Vote: Approved by acclamation

