



Colorado Tourism Board Meeting Minutes

August 6th – August 7th, 2018

Attendance:

Board of Directors: Andrea Fulton; Courtney Frazier; Doug Price; Jesse True; Sean Demeule; Sonia Riggs; Mike May; Kieran Cain; Matt Skinner; Lucy Kay; Rep. Bob Rankin

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Manager of Industry Partnerships; Natazshya Rodriguez, Administrative/Communications Coordinator; Abby Leeper, Communications Manager; David Fishman, Fiscal/Ops; Taren Mulch, Director of Visitor Services; Elizabeth O’Rear, Manager, Destination Development; Andrea Blankenship, Director of International Tourism; Julie DuFault, International Coordinator

CTO Contractors: Caitie Johnson, PR Strategist ; Dave Fluegge, Social Media Strategist

Karsh Hagan: Lauren Berlamino, Kathy Hagan, Dave Cook, Jeff Martin, Parker Weber

Miles: Laura Libby, Hannah Brown

Other: LeeAnn Morrill, First Assistant Attorney General, Public Officials Unit (*Phone*)

Monday, August 7th, 2018

Meeting Opened at 3:09PM at Mountain Thunder Resort, Breckenridge, CO

Adoption of Minutes

True motion for approval

Price second

Vote: Approved by acclamation

Andrea Fulton led Welcome and Introductions

Fiscal Report by David Fishman

- Shared OEDIT expenses explanation; credit of \$200,000
- Fulton questioned \$1.6million of remaining funding
 - Fishman’s explanation of reserved funds

Cathy Ritter’s Director Report:



- Introductions of Natazshya Rodriguez, Administrative/Communications Coordinator (Joined August 1st) and Abby Leeper, Communications Manager (Joined June 4th)
- Welcomed Sean Demeule, first casino seat on the Colorado Tourism Board.
- Reviewed the overview of retreat
- Recent Development: Richard Scharf, VISIT DENVER in communication with the CTO about the concept of “overtourism”
 - Goal: Entire Colorado Tourism to be aligned with same message
 - Next Steps: CADMO meeting to talk about this topic at Colorado Tourism Governor’s Conference

Presentation: Resident Sentiment Study & Discussion, *Cathy Ritter, Director, Colorado Tourism Office*

Presentation: Advocacy: Opportunities and Challenges, All

- Priorities for the next year:
 - RFP for contracts coming up for the Karsh Hagan account and the Miles Partnership account.
 - What is next for additional funding?
 - How do we create consistent messaging industry wide?
 - How does the board stay up to date across the office?
 - Action Item: Updates from all the committee chairs for future meetings.

Meeting Recessed: at 5:00PM

Tuesday, August 8th, 2018
Meeting Opened at 8:05AM

Presentation: Colorado Travel Regions Update, *Cathy Ritter, Director, Colorado Tourism Office*

Action Items:

- Convene another meeting in September to review the final report from Destination Think!

Presentation: Marketing Outlook, *Karsh Hagan*

Meeting Recessed at 9:45AM

Meeting Re-Opened at 10:00AM

Presentation: Roadmap Check-In, *Cathy Ritter, Director, Colorado Tourism Office*

Call for Executive Session for discussion of a legal matter at 11:00AM

Fulton motion for approval

Price Second

Vote: Approved by acclamation

Pursuant to Colorado Revised Statutes Section 24-6-402(3)(a)(II) Andrea Fulton moved that the Colorado Tourism Board go into an executive session with CTO’s attorney for



the purpose of discussing and receiving legal advice about a trademark settlement agreement.

Call to end Executive Session

Fulton motion for approval

Skinner Second

Vote: Approved by acclamation

Motion to approve the trademark settlement agreement as prepared by CTO's legal counsel, and that the Colorado Tourism Board authorize and direct CTO's Executive Director to execute the agreement on CTO's behalf.

Fulton motion for approval

Price Second

Vote: Approved by acclamation (11 Board Members)

Meeting adjourned at 12PM

Courtney motion for approval

Skinner Second

Vote: Approved by acclamation

