



Colorado Tourism Board Meeting Minutes

October 29, 2018

Attendance:

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

Regional Branding Task Force: Elizabeth Fogarty; Chris Romer; Jeff Owsley; Tom Kleinschnitz; Kat Papenbrock; Justin Bresler; Pam Denahy

CTO Team: Cathy Ritter, Director; Kaiti Jacobson, Manager of Industry Partnerships; Jill Corbin, Director of Destination Development; Natazshya Rodriguez, Marketing Communications Coordinator; Abby Leeper, Communications Manager; Taren Mulch, Director of Visitor Services; Elizabeth O'Rear, Manager of Destination Development; Andrea Blankenship, Director of International Tourism

CTO Contractors: Dave Fluegge, Social Media Strategist; Carly Holbrook, PR Contractor; Caitie Johnson, PR Contractor; Jenn Bartlett-Alpert, International Market Manager; Liz Birdsall, International Market Manager; Bri Seifert, International FAM Manager

Leadership Journey Class of 2019: Laura Soard; Pam Denahy; Chelsy Offutt; Kelly Kirkpatrick; Tony Gurzick; Donna Basham; Cy Michaels; Kimberly Tranter; Karl Grimes; Marlene Neidert; Kari Obernesser; Tasha Wilson; Cassidee Schull; Krystal Ryan; Christian Robbins; Amy Ewing

Industry Partners: Bruce Dalton, Visit Aurora; Mary Ann Mahoney, Boulder CVB; Charles Gouldner, University of Colorado; Elizabeth Sumnar, Alamosa CVB; Kale Mortensen, Alamosa CVB; Joy Barlogie, Arkansas Tourism; Mark Scheller, Snowmass Tourism; Rhonda Peterson, Colorado Welcome Centers; Jason Herzog, Agency Tourism Marketing; Taylor Garland, Agency Tourism Marketing; Carly Weinstein, Travel Zoo; Andrea Zediker, Cherry Creek Shopping Center; Pat Lee, Pat Lee & Associates; Chad Hart, Canyon & Plains; Jayne Buck, Visit Denver; Corry Mihm, Project Works; Caroline Davidson, AU Rep; Lisa Langer, Glenwood Springs; Gary Schluter, Rocky Mountain Holiday Tours; Christine B., Global Joints; Christian Henry, Hotel Colorado; Steve Kaverman, Royal Gorge Region; Cynthia Eichler, Visit Fort Collins; Linda Hill, Hill Aevum Marketing; Clay Perry, Boulder CVB, Meera Eusse

Karsh Hagan: Kathy Hagan, Parker Weber, Lauren Berlamino, Pocky Marrantzino, Tracy Broderick

Miles: Hannah Brown, Laura Libby, David Burgess, Andrea Kuskie



Monday, October 29, 2018

Meeting convened at 12:06PM in Hotel Talisa, Vail, CO

Adoption of Minutes

Price motion for approval

Cain second

Andrea Fulton led Welcome and Introductions

Cathy Ritter's Director's Report

- Welcomed public and recognized the Leadership Journey Class of 2019, as well as the Leadership Journey graduating Class of 2018.
- Mentioned that the Colorado Tourism Office is hosting the nation's first zero waste conference with well over 525 attendees.
- Thanked Vail and Hotel Talisa for their commitment to best sustainability practices, as well as conference organizers Deb Brannon and Kaiti Jacobson.

Fiscal Report by David Fishman

- Shared approximately one month of CTO expenses as billings for the new fiscal year are just beginning to be paid.

Committee Reports:

- *Kieran Cain*, Tourism Marketing Committee:
 - Shared report of work by Karsh Hagan and Miles on the winter campaign and content development.
 - Overview of Snow's Perfect State: Based on input from ski industry and winter destinations, have repositioned Colorado's winter theme line from America's Best Skiing to a line that creates an emotional connection with a wide range of activities, i.e. *Snow's Perfect State*.
- *Lucy Kay*, International Promotion Committee:
 - Level of responsiveness from the China market has been on the uptick.
 - Key for CTO to keep investing in medium to small sized destinations as international tourist become more interested in visiting less beaten paths.
 - World Travel Market taking place in London immediately following the conference.
- *Courtney Frazier*, Destination Development Committee:
 - Award of State Historic Fund grant will support development of a microsite on Colorado.com to promote Colorado's 26 National Historic and Scenic Byways
 - Two CRAFT Studio 101 participants, Moffat County and La Junta, are wrapping up their training in November. Afterward, both destinations are eligible for \$10,000 implementation grants to put their plans into action.
 - CRAFT Studio 201 participants Greely-Weld County and City of Delta are beginning their nine-month training programs.
 - Mentioned opportunities for other destinations through CTO Technical Assistance Grants and Marketing Matching Grants.
 - Next meeting will be November 14 in Trinidad.
- *Doug Price*, Visitor Services Task Force:



- Briefly touched based on plans to roll out welcome center evaluations, as well as need for additional resources.
- More information to come later in meeting.

Presentation: First Year Review of CTO Partnership with Leave No Trace, *Cathy Ritter*

- The Colorado Tourism Office is protecting natural resources in alignment with the Stewardship Pillar in the Colorado Tourism Roadmap Strategy:
 - Partnership with Leave No Trace.
 - Creation of Colorado Field Guide to help disperse travelers throughout all four corners of the state.
 - Creation of CRAFT to develop new traveler experiences in less-visited areas.
 - Created the Care for Colorado Principles and introduced them in the 'Are You Colo-Ready?' brochure and Care for Colorado animated video
 - Development of nation's first zero-waste state tourism conference at Vail.
 - Responsible tourism resonates with travelers and residents alike.

Presentation: Preliminary Recommendations of Visitor Services Task Force, *Doug Price and Taren Mulch*

- Visitor Services Task Force was formed in May of 2017.
- Purpose of the ten Welcome Centers is to inspire travel throughout Colorado. They welcome about a million visitors every year.
- Desired State
 - Showcase the state's visitor assets.
 - Identify marketing strategies to inspire visitors to stop at welcome centers.
 - Educate visitors about reducing their impact on Colorado's resources.
 - Pursuit of sponsorships and partnerships to provide additional support.
 - Enhance the visitor experience.
 - Accommodate strategic growth.
- Additional funding needs.
 - Would provide the Welcome Center program with its first substantial funding increase since 2004.
 - Development of performance-based budget structure to position Colorado Welcome Centers more effectively to fulfill CTO's mission of driving traveler spending.

Andrea Fulton concluded presentations with closing remarks.

- Overview of RFP Process
 - Ready to post RFP in January.

Meeting adjourned at 1:43PM

Price motion for approval

Frazier Second

