



Colorado Tourism Board Meeting Minutes

September 26, 2018

Attendance:

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

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

CTO Team: Cathy Ritter, Director; Julie DuFault, International Coordinator; Kaiti Jacobson, Manager of Industry Partnerships; Jill Corbin, Director of Destination Development; Natazshya Rodriguez, Administrative/Communications Coordinator; Abby Leeper, Communications Manager; Taren Mulch, Director of Visitor Services

CTO Contractors: Dave Fluegge, Social Media Strategist;

Karsh Hagan: Kathy Hagan, Tracy Broaderick

Miles: Hannah Brown

Destination Think!: William Bakker; Sarah Prud'homme

Wednesday, September 26, 2018

Meeting Convened at 1:30PM in the Colorado Tourism Office's Rocky Mountain Conference Room

Cathy Ritter and Andrea Fulton led welcome and introductions.

Presentation: Regional Branding Initiative, *Sarah Prud'homme*

- Provided overview of the project's research-based approach, incorporating findings from consumers, industry and residents.
- Shared the new Regional Branding Map.

Presentation: Regional Branding Initiative, *William Bakker*

- The importance of the project for tourism:
 - Allows visitors to make sense out of a large geographical area
 - Unify experiences under one theme
 - A vehicle for managing growth
 - Encourages repeat visitation
- Thanks to Cathy Ritter and Regional Branding Task Force.



Andrea Fulton concluded presentations with thank you's to Cathy, Regional Branding Task Force and Destination Think!.

Motion for Approval of the Regional Branding Initiative at 1:56PM

Price motion for approval

Kay Second

Vote: Approved unanimously

Meeting adjourned at 2PM

