



Colorado Tourism Board Meeting Minutes

November 28, 2018

Attendance:

Board of Directors: Andrea Fulton, Chair; Courtney Frazier (*via phone*); Mike May; Sean Demeule; Pete Piccolo; Kieran Cain (*via phone*); Matt Skinner (*via phone*); Sonia Riggs (*via phone*); Lucy Kay (*via phone*); Jesse True (*via phone*)

Visitor Services Task Force: Cynthia Eichler, Visit Fort Collins

CTO Team: Cathy Ritter, Director; David Fishman, Fiscal/Operations Manager; Taren Mulch, Director of Visitor Services; Elizabeth O'Rear, Manager of Destination Development; Kaiti Jacobson, Manager of Industry Partnerships; Abby Leeper, Communications Manager; Julie Dufault, Executive & International Coordinator; Natazshya Rodriguez, Marketing Communications Coordinator

CTO Contractors: Dave Fluegge, Social Media Strategist; Carly Holbrook, PR Strategist; Caitie Johnson, PR Strategist; Jenn Bartlett-Alpert, International Market Manager;

Industry Partners: Johanna Gibbs, Keystone Policy Center; Tasha Wilson, Town of Frisco

Karsh Hagan: Kathy Hagan, Lauren Berlamino, Jeff Martin, Dave Cook, Mary Dean

Miles Partnership: Laura Libby, Hannah Brown

Meeting convened at 12:00PM

Action Item: Vote to accept recommendations of Visitor Services Task Force,

- May moved to adopt recommendations of the Visitor Services Task Force to seek \$800,000 in additional General Fund to support creation of performance-based Colorado Welcome Centers with strategic improvements for inspiring and dispersing travelers throughout Colorado.
- Seconded by Piccolo.
- Motion approved by acclamation.

Adoption of October Board Minutes

- Demuele moved for approval
- Seconded by Cain.
- Motion approved by acclamation.

Fulton led Welcome and Introductions



Cathy Ritter's Director's Report

- Agency RFPs will be posted by the end of month
- Interviews have begun for the new Deputy Director position. The goal is to have the new role start at the beginning of January.

Fiscal Report by David Fishman

- U.S. Travel Association contract is a new addition to this month's Board Report
- Proposed changes referenced in the November fiscal report will be discussed in January's Board Meeting

Committee Reports

- *Kieran Cain*, Tourism Marketing Committee:
 - Goal to increase industry engagement by using the Marketing Committee to advocate and generate thinking about increasing adoption of CTO's initiatives.
- *Lucy Kay*, International Promotion Committee – No Report, the next IPC meeting is on December 12th
- *Elizabeth O'Rear*, Destination Development Committee:
 - Both CRAFT 101s have concluded
- *Mike May*, Colorado Tourism Leadership Journey
 - Communicating with Travel Oregon and Oregon Restaurant & Lodging Association who are looking to develop a Leadership Program similar to the Colorado Tourism Leadership Program

Presentation: Winter Campaign Overview, *Lauren Berlamino, Karsh Hagan*

Presentation: Colorado Tourism Leadership Program: On to Year Two, *Johanna Gibbs, Keystone Policy Center*

Fulton concluded presentations with closing remarks.

Meeting adjourned at 1:32 PM

Piccolo motion for approval

May second

Approved by acclamation

