



# Colorado Tourism Board Meeting Minutes

## January 16, 2019

### Attendance:

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

**CTO Team:** Cathy Ritter, Director; David Fishman, Fiscal/Operations Manager; Andrea Blankenship, Director of International Tourism; 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:** Caitie Johnson, PR Strategist; Jenn Bartlett-Alpert, International Market Manager; Bri Seifert, International FAM Manager & Partner Relations

**Guests & Industry Partners:** Betsy Markey, Executive Director of OEDIT; Denise Miller, SMARI; Tasha Wilson, Town of Frisco; Matt Anderson, representative for Rep. Barbara McLachlan

**Karsh Hagan:** Kathy Hagan, Lauren Berlamino, Nikki Baker

**Miles Partnership:** Laura Libby, Hannah Brown

**Meeting convened at 12:00PM**

### **Adoption of November Board Minutes**

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

**Fulton** led Welcome and Introductions

### **Cathy Ritter’s Director’s Report**

- Changes to the Colorado Tourism Board: As of January 21, Rep. Bob Rankin becomes Sen. Bob Rankin, filling a vacancy left by Sen. Randy Baumgardner’s resignation. Sen. Dennis Hisey from Colorado Springs will fill Sen. Baumgardner’s seat on the Colorado Tourism Board. Thus, the Republican House will require a new appointment. On the Democrat side, Sen. Leroy Garcia of Pueblo is now Senate President Garcia, with the ability to name a successor.
- The CTO is moving ahead with Colorado Hospitality Training Program which stems from the Colorado Tourism Roadmap. The first Advisory Meeting takes place on February 13<sup>th</sup>.
- Three organizations are joining the strategic partnership between CTO and Leave No Trace - the Colorado Hotel and Lodging Association, the Colorado River Outfitters Association and the Colorado Dude and Guest Ranch Association.



### **Fiscal Report by David Fishman**

- PROPOSED ACTION ITEM: Increase the FY19 CTO budget to \$20,438,500 to reflect the FY19 royalty payment of \$225,000 from the Miles Partnership revenue share.
  - Price moved for approval
  - Seconded by Frazier.
  - Motion approved by acclamation.

### **Discussion with Betsy Markey**, Executive Director, Colorado Office of Economic Development & International Trade (OEDIT)

- Governor Polis has a focus growing the Colorado economy especially in rural and underserved communities which is where OEDIT comes in well. On the Cabinet level, the Governor has put together cross-Cabinet Committees to work on building relationships and fostering collaboration.

**Presentation:** Overview of Colorado Rural Academy for Tourism (CRAFT), *Elizabeth O'Rear, CTO Manager of Destination Development*

**Presentation:** Outcomes of 2018 Spring/Summer campaign, *Denise Miller, Executive Vice President, SMARI*

**Fulton** concluded presentations with closing remarks.

### **Meeting adjourned at 2:07 PM**

- Frazier motion for approval
- Seconded by Cain
- Approved by acclamation

