



Colorado Tourism Board Meeting Minutes September 25th, 2024

Attendance:

CTO Board:

Ken Murphy, Chair, Nick Ragain, Vice Chair, Bruce Dalton, Jennifer Shea, Vinay Patidar, Representative Matt Soper, Bruce Dalton, Senator Dylan Roberts

CTO:

Tim Wolfe, CTO Director; David Fishman, CTO Senior Fiscal/Operations Manager; Kenny Nguyen, CTO Administrative Coordinator; Michelle Wulfson, CTO, McKenzie Steward, Sales and Marketing Coordinator; Andrea Blankenship, Deputy Director of International Tourism; Shelley Cooper, Deputy Director for Marketing; Kenny Nguyen, Natazshya Rodriguez, Jill Corbin, Deputy Director of Destination Stewardship; Hilary Lewkowicz, Director of Destination Development & Sustainability; Katie Payer, Derek Schimmel, Sami Wells, Grants and Funding Manager; Faith Overall, Destination Stewardship Manager; Taren Mulch, Director of Visitor Services; Elizabeth O'Rear, Director of Grants and Funding; Laurie Dickey, Ben Diaz, Darian Garteiz, Dena Daniel, Nellie Perry, Hope Smith, International Program Manager.

Additional:

Nick Falkenstein, SMARI; Denise Miller, SMARI; Katie Hild, Adam Duchaene, Natalie Sellier, Chris Seek, Gaylene Ore, Jennifer Brown, Dave Santucci, Hannah Hawthorne, Geoff Crosson, Valerie Price, Sue Carten, Kevin Dotson, Katt Hendershot, Caitlyn Johnson, Elizabeth Dogarty, Sarah Leonard, Amy Cassidy, Oliva Ward, Beth Wright, Zoe Berry, Mira Whang, Corry Mihim, Kristen Garland, Carrie Tomlinson, Amanda Scherlin, Tom Kleinschnitz, Flavia Light, James Sauter, Jamie R, Kiera Skinner, Jennie Green, Andrea Kuskie, Kristi Karaganh, Lisa Langer, Elizabeth Sumer, Kelly Kirkpatrick, Kim Lenoy, Kendall Vincent, Carrie O, Caroline Slavin, Annette Tavis, Fransesca Gabriel, Liz Birdsall

Meeting called to order at 12:02 PM

Welcome and introductions, Ken Murphy, Chair

- New Board Members
 - Jennifer Shea
 - Ski industry, Class of 2020 Leadership Journey
 - Bruce Dalton
 - Visit Aurora, Board Chair of CADMO
- Board Introductions
 - Ken Murphy, Nick Ragain, Vinay Patidar, Representative Soper

Approval of Minutes and Quorum approval



- Motion to approve Nick Ragain
- Second by Representative Soper
- Passed by unanimous vote

Budget Updates, David Fishman, Senior Fiscal/Operations Manager

- Board approved 2025 Budget May 2024, putting all the fiscal year together
- Report in the Board Packet, for approval

Directors Report, Tim Wolfe, CTO Director

- 250 / 150 celebration and committee participation
 - Passport program
 - Branding on mile markers
 - Film office collaboration on history series that will be utilized by department of education
 - Drone shows alongside existing events and with new events
 - Ways to get involved
 - Support local efforts
 - Showcase event
 - Use logo / branding
- Overview of committees / structure
- The Value Of Tourism
 - By county growth or reduction
 - Overnight visitors has stabilized since Covid
 - Star Report: Working with destinations to increase consistency in reporting across the state
 - Hit a record for day trips, but it comes with less value and more wear / tear
 - International
 - For first time in history, the US has more outbound international travel than inbound
 - Goal of 10% international travel
 - Growth of India travel market to Colorado
 - International ski industry peaked in 2014/2015
 - Ski industry is driven by Epic and Ikon to sell products mostly instead of destinations. An industry shift in the last 10 years.
 - Initiatives
 - Do Colorado Right
 - IPW 2029 in Colorado
 - International database
 - Colorado Michelin Guide
 - Fruita welcome center RFP recently decided
- Tourism Exchange Update
- Budget discussion - Enterprise Fund Model



SMARI Report, Denise Miller, Executive Vice President and Nick Falkenstein from SMARI 2:55 p.m.

- Methodology
 - Online survey
 - Focus on snow travelers but look at both
- Campaigns (Shine A Little Brighter and Do Colorado Right)
 - The ROI is highest ever measured in the US
 - Sustainability
 - Choice of consumer influenced by sustainability habits
 - Perception: 80% say Colorado is protecting resources

Solimar International Updates, Jill Corbin & Chris Seek (1:19p.m.)

- Stewardship Strategic Plans launched
- Next steps: Implementation
 - How to use plan to in existing CTO efforts
 - Conduct research
 - Meet with partners
 - Collect stories

Motion to adjourn by Vice Chair Nick Ragain, Second by Representative Soper
Motion passed by unanimous vote.

Meeting adjourned by Ken Murphy at 1:50 PM