



Colorado Tourism Board Meeting Minutes

Tuesday, January 7, 2025

Attendance:

CTO Board:

Bruce Dalton, Nick Ragain, Jennifer Shea, Senator Dylan Roberts, Ken Murphy, Representative Meghan Lukens, Representative Matt Soper, Amber Blake

CTO/State Employees:

Eve Lieberman, Taren Mulch, Kaiti Jacobson, Hope Smith, Sami Wells, Faith Overall, Michelle Wulfson, Natazshya Rodgriguez, Phil Steider, David Fishman, McKenzie Steward, Hilary Lewkowitz, Christina Tuchman, Elizabeth O'Rear, and Tim Wolfe.

Additional:

Carol Quinn, Zoë Berry, Mira Whang, Kathy Hagan, Carly Holbrook, Brittany LeBlanc, Dave Santucci, Lisa Boyer, Cattie Johnson, Derek Schimmel, Katie Payer, Brandon Melnikoff

Meeting called to order at 12:05 p.m.

- Introductions and roll-call
- Approval of previous meeting minutes motioned by Murphy, approved by Representative Lukens, and seconded by Raigain.

Director's Report, Tim Wolfe

- Overview of the CTO Mission
- Showcase of the "Value of Tourism" Video
- 2024 Year in Review
- Destination Stewardship Strategic Plan
- Recognition with Four Adrian Awards
- Collaboration with the Tourism Exchange
- Denver International Airport (DEN): Passenger Numbers & Growth Opportunities
- Statewide Occupancy Rates

Roundtable Discussion

- Dalton emphasized the need to explore diverse funding sources as DMOs face budget challenges and look to CTO for support.
- Shea echoed concerns about communities falling behind due to funding gaps.
- Murphy suggested engaging industry leaders early to discuss budget priorities.
- Representative Lukens saw an opportunity to gather input and learn from



industry stakeholders.

- Eve Lieberman (OEDIT) highlighted the importance of aligning efforts amid competing local priorities.
- Murphy emphasized the need for proactive communication about declining numbers and reaffirmed the high value of marketing investments.
- Murphy asked who else should be included in future funding discussions.
- Dalton highlighted the upcoming Tourism Day at the Capitol as a key opportunity to expand advocacy efforts.
- Murphy suggested scheduling a follow-up meeting in February to continue these discussions.

Handlebar PR, Cattie Johnson & Carly Holbrook:

- Media Tours & Coverage: Recent efforts have focused on showcasing a variety of winter activities beyond skiing.
- Recent Publications: Several outlets have highlighted Colorado's diverse winter experiences.
- Shelley Cooper (CTO): Traditionally, seasonal video highlights have been filmed at ski resorts, but this year's approach aims to feature a broader range of activities.
- Upcoming Efforts & Events: Engaging businesses and locals for compelling story ideas.
- 250/150 Planning: Initial planning will begin this summer.
- Travel Trends & Market Response: Insights into evolving traveler preferences and industry shifts.
- Shelley Cooper (CTO): Emerging trends will shape CTO's marketing strategies, including the launch of a website AI bot.

Industry Partnerships Update, Kaiti Jacobson

- Learning Labs: Overview of program history, current status, and future developments, with a focus on streamlining brand identity.
- Colorado Tourism Leadership Journey: Program highlights, now transitioning to an every-other-year offering.
- Care for Colorado Coalition: Latest updates and ongoing initiatives.
- Tourism Day at the Capitol: A CADMO-led initiative to advocate for the industry.
- Governor's Tourism Conference 2024: Recognized as a Zero Waste Event for its sustainability efforts.

Wrap-Up and Discussion

- Murphy discussed the possibility of holding board meetings at various locations.
- Eve Liberman (OEDIT) provided an overview of OEDIT funding and its implications.

Motion to Adjourn

Ken Murphy moved to adjourn the meeting. The motion was approved by Bruce Dalton and seconded by Nick Ragain. The meeting adjourned at 1:50 p.m.