Minutes

GCESG: Tourism Committee Meeting
April 23rd, 2020 11:00 am - 12:00 pm

April 23rd, 2020 11am-12pm

1. **Attendees:** Cathy Ritter, Richard Scharf, Representative Mark Baisley, Representative Dylan Roberts, Kieran Cain, Don Degnan, Cristal Deherrera, Courtney Frazier, David Farahi, Lucy Kay, Amie Mayhew, Doug Price, Sonia Riggs, Chris Romer, Matt Skinner, Bob Stinchcomb, Emily Haddaway

2. **Meeting Minutes**
   - Meeting commenced 11:03am
   - Introduction from Richard Scharf
   - Roll Call
   - Cathy Ritter provides overview on marketing strategy
     - Level set regarding current state of state tourism
     - New strategy is a temporary and strategic shift, Four phases consist of Wait, Ready, Set, Go
   - Overview of recommendation submission and formatting process
   - Discussion of Colorado Restaurant Association’s toolkit and recommendations they sent to the Governor
   - Discussion of federal recommendations
     - Payroll Protection Program and limitations for seasonal workers
   - Discussion of legislative recommendations
     - Need funding to execute statewide tourism marketing promotion to restore the economy
     - Discussion of Business interruption insurance
     - Proposal of re-entry to work insurance program
     - Discussion of restaurant industry challenges around outdoor seating and alcohol sales
   - Discussion of other recommendations
     - Group discusses documents that already are being created to guide industry protocols
     - Discuss allowance for flexibility as all businesses are different
     - Discuss how counties and cities are releasing regional protocols, difficulties standardizing procedures
   - Conclusion
   - Meeting Adjourns 12pm

3. **Action Items**
   - Committee members to send any documents on re-opening protocols and procedures for their industry to Chair and State Lead
   - Committee members also to send any recommendations they have that were not discussed to Chair and State Lead
   - CTO to send meeting minutes to the group