

**VISIT COLORADO SPRINGS (VCOS)
BOARD OF DIRECTORS MEETING
May 19, 2026**

Minutes

Board Members in Attendance:

Michelle Talarico, Chair
Megan Leatham, Vice Chair
Marisa Wigglesworth, Treasurer
Dani Bolling
Curtis Bova
Scott Flexman
Jen Furda
Torie Giffin
Christina Haywood
Crystal LaTier
David Leinweber
Wendy McHenry
Dave Namesnik
Lisa Neener
Dr. Cary Snow
Samantha Wood

Board Members Absent:

Dan Leclerc
Alex Kovak
Ed Okvath, Secretary
David Leinweber

Special Guest:

Jim Lovewell, FlyCOS

VCOS Staff:

Doug Price
April Perez
Alexea Veneracion
Dina Worthen
Reece Spackman
Brittany Hunt

Chair - Michelle Talarico

- The meeting was called to order after the executive session at 8:30am.
- Michelle asked for a motion to approve the minutes from the last meeting and the motion was made by Megan Leatham and seconded by Jen Furda to accept the minutes as presented, and the motion passed unanimously.
- Michelle told the board she had to leave early to attend a funeral and that Megan would take over for the rest of the meeting. She then introduced Tyler Atkins, from Biggs Kofford, to give a brief overview of results of the annual audit.

Tyler Atkins- Biggs Kofford

- Tyler said that the audit was a bit later this year than in years past and that overall VisitCOS got the highest marks for a complete and virtually perfect audit. He pointed out that last year there were several adjustments that needed to be made, which was not the case this year. April truly dug in and used the few extra weeks to make sure things were complete and that she worked with him in the 4th quarter of last year to ensure things were done correctly on all month-end reconciliations. April's knowledge has grown, and they only needed to make two small adjustments.
- Doug expressed his appreciation to all members of FinComm who helped wrap up the fiscal year in Q4.
- Jen Furda pointed out that 85% of our budget was spent on programs and mission which is a highly respectable percentage. Marissa added that she feels that model is outdated - staff salaries are part of the mission, and we did an excellent job.
- Megan then asked for a motion to approve the audit. The motion was made by Marissa Wigglesworth and seconded by Scott Flexmam to accept the audit as presented, and the motion passed unanimously.

- She then asked for approval of the 990. The motion was made by Jen Furda and seconded by Cutris Bova to accept the 990 as presented, and the motion passed unanimously.

Airport Programs Update – Jim Lovewell, COS Airport

- Jim thanked VCOS for all they do to support the airport. Alex asked him to introduce to us two programs that are important to the airport. The first is the Minimum Revenue Guarantee Program. This is where we attract new routes and airlines by providing a minimum revenue guarantee, which is funded by the community and those who wish to support the airport’s growth. For 1-3 years the fund will help make up the difference between actual and minimum on the route. Those organizations and businesses that participate support the airport and believe it helps grow their businesses.
- The second program is the Small Community Service Development Grant program. This program is for mid-to-small airports to pursue air service. The COS airport requested a \$400K grant this year and are hoping to receive it.
- He was asked how the airport is doing so far in 2026 and he said it is holding steady and better than 2025.

President/CEO – Doug Price

- Doug introduced our visiting employees: Reece Spackman, the new account clerk and Brittany hunt, Senior Sales Manager.
- He updated the progress on the DMP. Jim just covered #9 and he will discuss #10 and #11. DMP priorities 10 and 11 are very closely intertwined. We have contracted Mission to Market to create a music tourism strategy (11) and to see how this strategy impacts bringing noteworthy events to the city (10). As we work with Mission to Market, we will work closely with the cultural office as well. COPPR will most likely take the lead eventually, but we want to be integral to getting it started and defined.
- Next up was an update on the current situation with Desert Harvest. They are still paying rent, but they filed a lawsuit last week, and we must reply by June 4.
- Doug asked Lisa Neener to talk about the Hosmer Visitor Center opening. She said they are open and had the private grand opening, which was much larger than expected and both the Lt. Governor and Mayor spoke. The public grand opening had about 1,700 visitors. The Hosmer part-time staff hired by VCOS are doing great, and she encouraged everyone to stop by. She also said a monetary gift to complete upstairs is in process, but nothing will be announced until it is complete. The Hosmer Center will host the September 15 board meeting and Hotel Polaris would supply the refreshments courtesy of Curtis Bova.
- Dina was asked to discuss 2026 sales trends. She explained our KPI metrics are evolving in 2026 to reflect how meeting planners actually do business today. These metrics will look different than what you’re used to, so we wanted to give an update. Bureau Assist (RFPs sourced through platforms such as CVENT) continues to grow and is no longer considered a meaningful distinction from Definite business, as online sourcing now dominates the meetings industry. CVENT has become the primary platform for planners, with major planner organizations requiring its use. Bureau Assist room nights increased 44% from 2024 to 2025, reflecting this continued shift. Going forward, bookings will only be reported as Definite rather than breaking them into two categories.
- The 2026 forecast remains relatively flat compared to 2025 due to ongoing economic and political uncertainty, inflation and rising fuel costs impacting group travel nationwide. The market continues to reflect a K-shaped economy, with luxury properties performing stronger than mid-scale and budget hotels. Shorter booking windows remain a key trend, with more planners booking within the same year as their events. VCOS is responding with targeted booking promotions and marketing efforts focused on driving 2026 group business. These trends are industry-wide and not specific to Colorado Springs.

Financial Update – Marisa Wigglesworth and April Perez

- Marissa started by congratulating April on the great audit results. Marisa pointed out that the board did not need to approve the updated policy for Emergency and Opportunity Reserves Investment and Use because it was approved at the last meeting.

- April reviewed the dashboard. There were no questions.

Wrap-up – Megan Leatham

- Megan went around the room for board member updates.
- The meeting adjourned at 9:35 am.

Submitted:



Peggy Manter
Executive Assistant

Verified:



Ed Okvath
Board Secretary

