



For Immediate Release

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TELLURIDE TOURISM BOARD ANNOUNCES NEW BOARD MEMBERS & OFFICERS

Dedicated Community Professionals Provide Expertise and Leadership

Telluride, Colorado (June 9, 2026) - The Telluride Tourism Board (TTB) recently announced the addition of three new board members. Joining the seven-member board are Buck Smith, Andrés Vargas-Johnson, and Ashley Von Sprecken. They join current members Danny Craft, Kate Contillo, Huascar (Rick) Gomez, and Tommy Thacher.

In addition to welcoming new board members, the TTB Board of Directors conducted an election of officers at a recent meeting, resulting in Gomez being named as Chair, Craft as Vice Chair, Smith as Treasurer, and Contillo as Secretary.

Gomez serves on the Town of Mountain Village Town Council and was appointed as its representative to the Telluride Tourism Board. He is the Area Director of Finance for Auberge Resorts Collection overseeing finance operations for the Madeline Hotel & Residences and Element 52. A longtime resident of the Telluride region, Gomez brings more than 30 years of hospitality and tourism experience across the United States and the Caribbean. He also serves on the board of Collaborative Action for Immigrants (CAFI).

“It’s an honor to serve as Chair of the Telluride Tourism Board,” said Gomez. “As a key economic driver for the region, the board supports efforts to responsibly sustain and strengthen tourism for the benefit of the entire community.”

A Telluride native, Danny Craft is the President of Alpine Bank, where he has worked since 2003. Craft is actively involved in the community through various board positions and volunteer work. In addition to serving on the TTB Board, he is President of the Telluride Historical Museum, a member of the Telluride Foundation Leadership Council, and serves on the Board of Directors for Colorado Flights Alliance.

Buck Smith has called the Telluride region home for the past 13 years. He has worked in the outdoor industry and tourism since 2013 with Christy Sports and Bootdoctors. In his current role as Southwest Regional Manager, Smith focuses on operational leadership, budget and P&L management, and building strong relationships throughout the community.

As Chief Operating Officer of Alpine Lodging, Kate Contillo brings more than 18 years of experience in the lodging and hospitality industry to her board role and has been a longtime Telluride area resident. Contillo is also active in the community, serving as Vice President of the Rico Center Board of Directors.

Ashley Von Sprecken serves on Telluride Town Council and is the Town-appointed board member. A fifth-generation Telluride local, she has a deep understanding of the community and the role tourism plays in its economy. Von Sprecken owns and operates Telluride Sleighs and Wagons, is a real estate broker, and organized Telluride's inaugural skijoring event in March 2026.

Tommy Thacher is co-founder and president of Telluride Brewing Company, a longtime Telluride business since 2011. With recently expanded operations and locations in Mountain Village and Lawson Hill, Thacher is an innovative business leader with a strong understanding of visitation and economic trends. Thacher also serves on the Town of Telluride Parks and Recreation Commission.

As co-owner of Telluride's live music venue and local bar The Alibi, Andrés Vargas-Johnson is focused on enhancing the destination's arts and culture scene. He brings years of food and beverage and hospitality experience to the board and offers the perspective of a local business owner. Vargas-Johnson is also a member of the Town of Telluride Parks and Recreation Commission.

The Telluride Tourism Board's mission is to market and maintain the quality of the Telluride regional experience for both the benefit of the visitor and the long-term economic sustainability of the community. The board members bring an extraordinary depth of experience and represent a diverse cross-section of the region, sharing a strong commitment to the economic vitality of the destination.

"Our board members play an instrumental role in the success of the organization," said Telluride Tourism Board CEO Kiera Skinner. "We are proud to have an exceptional group of experienced individuals who are dedicated to our mission and to the greater Telluride community."

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