

Board of Directors Meeting Minutes

March 28, 2024

10:00 AM to 12:30 PM

Zoom Link: <https://us02web.zoom.us/j/9075215679>

Location: Holiday Inn Hotel & Suites

Chair:

Jenny Roberts

Board Members:

Ken Stone - In Person

Jenny Roberts - In Person

Andrew Scarborough - In Person

Cristina Grave - In Person

Christian Sepulveda - Zoom

Emmy Grey Eyes- In Person

Carrie Whitley - In Person

Brian Lundstrom - Zoom

Charles Goodman - In Person

Tom Sluis - Zoom

Ted Holtseen - Zoom (10:54am)

Board Members Not in Attendance

Cory Pillen

Lisa Schwantes

Dave Rathbun

Staff Members (Non-Voting)

Rachel Brown - Executive Director

Chandra Stubbs - Finance & Operations Manager

Benjamin Brewer - Destination Services Coordinator

Weylin Ryan - Sustainability & Policy Manager

Pete Johnson - Content Coordinator

Rachel Welsh - PR & Communications Manager

Kat Brail - Engagement & Inclusion Coordinator

Nick Kogos - Marketing Manager

Call to Order- 10:01 AM

Conflicts of Interest- None

Land Acknowledgement - Rachel Brown - Not reading now, it is in our presentation which is up next.

Approval of Minutes – Andrew motioned to approve, Ken seconded, and the motion passed.
Board Welcomed new Team Member Chandra Stubbs, Finance and Operations Manager

Strategic Planning I – Preview of Year in Review Report for VS Luncheon – April 9th at Doubletree Hotel 12-2:30 pm – Run through by the team at Visit Durango – 54:12 min.

Rachel Brown asked for Feedback & QA from BOD – asked the Board about presentation order and number of presenters.

- Ken Stone and Emmy Grey Eyes said we should keep all presenters.
- Ken Stone – Lodging section of John – Would like annual comparisons & more depth – Carrie agrees. Ken commented on the Zardico map – needs to be clearer with better resolution. Possibly use the laser for presentation. For the list for grantees use larger point size and darker type. People like to see their name. Kat Brail could explain more on what community engagement is and why.
- Jenny Roberts – Can you explain what CTO is? (Colorado Tourism Office)
- Ken Stone – make sure you expand on acronyms / Carrie agrees
- Ken Stone – explain what programmatic events are vs programmatic advertising.
- Ken Stone – Welcome Center – talk more about the merit badge program that is in the photo. Operations – graph on budget ratio needs more explanation & description of what colors represent; hard to see.
- Jenny Roberts asked if we get much feedback after the presentation. Is the feedback positive? Rachel Brown said that most comments are positive and we will send out a survey after.
- Rachel Brown reminded the Board of the agenda for the day of the luncheon.
- Carrie Whitley – overall comment – loved all accomplishments, need to add how they benefit the community, and focus on the community. Loved Rachel W's video for international conferences. Would like to see participation numbers on events and if there are year to year increases. How successful are they?
- Charles Goodman asked what the attendance is for the event on April 9. Rachel Brown said there are currently 70 people who have RSVP. Prefers people to RSVP but will accept walk-ins. Would like to see 100 people.

Strategic Planning II – La Plata County Events Advocacy

Trevor Bird from The Durango Motorcycle Rally & Chief of Police Bob Brammer Presented –

Rachel B introduced speakers.

Bob Brammer, Chief of Police Presented –The presentation addressed Durango police's preparations for major events, particularly focusing on the motorcycle rally held last year. Research revealed a lack of city control over the Fairgrounds, prompting the proposal of an ordinance to establish criteria for events there. Statistics on crime and mass casualty events at similar rallies were shared. Collaboration with the County at the Fairgrounds for the top six major events was suggested, with a matrix outlining safety requirements and costs. The ordinance was deemed crucial for safety and city planning.

Trevor Bird Presented – They emphasized event diversity and press coverage, detailing their current permit and insurance processes. Regarding the ordinance, the speaker expressed support for its direction and willingness to collaborate, prioritizing event quality and safety. They sought Visit Durango's assistance, particularly in securing more resources for law enforcement based on potential increased costs under the ordinance, as excessive security expenses could jeopardize the event's future.

Board Q&A–

- Carrie Whitley – asked about event financials. Chief Brammer explained the cost of crime on a community vs. funds brought into the community from an event.
- Charles Goodman – asked if the ordinance is more of a funding issue between city and county? Chief Brammer would like the ordinance for more stipulations on what is needed for the permits so the event organizers are not caught off guard by costs.
- Christina Grave – asked about the number of calls that the police get during the Rally. Chief Brammer explained average weekend calls vs calls on weekends with events. Calls on event weekends are significantly higher..
- Carrie Whitley – What are you asking of Visit Durango? Trevor Bird & Chip said they need money to help pay for security that the new matrix will require if the ordinance is passed. Carrie explained that event grants are driven to marketing and advertising and not operations.
- Charles Goodman asked if this should go to finance for discussion. Rachel Brown said that could be done. Rachel Brown thanked our presenters and they exited the meeting.

Rachel Brown acknowledged we are past time. Asked if we can expand on time. All agreed.

Rachel Brown asked what the Board felt were the next steps after presentations.

- Rachel Brown would like to work with the governance committee to create a set of regulations for people to speak with the board at a meeting. She feels there is a need to understand exactly what they want to talk about or present. Rachel Brown's understanding of the Durango Motorcycle Rally presentation was not where it ended. Rachel Brown was under the impression that the speakers were looking for support/opposition from the Board on the ballot initiative and not a financial ask.
- Ken Stone - I believe the Events Marketing Grant Committee should look at the grant process again and how funds are distributed. The Board should consider major events differently.
- Jenny Roberts - Need to be careful on the trickle down for the level of funding.
- Rachel Brown - Major events currently get the maximum amount the grant allows. The Events Marketing Grant Committee has taken care to create a matrix that helps fund events based on budget and profit. A board meeting is not the place to ask for funding.
- Rachel Brown - Suggested to have a presentation from the Events Marketing Grant Committee at a future meeting addressing these issues. Ken agreed & Jenny reminded them that they have done that before with Iron Horse grant funding.
- Rachel Brown - The Events Marketing Grant Committee has put a lot of thought into the matrix and believes it is solid.
- Ken Stone - Possibly support the major events by having them collaborate with the team at Visit Durango and work more on what the message is we put out before and during these major events that is tailored to the event attendees.
- Rachel Brown - Will have a future presentation from our Events Marketing Grant Committee. Moving on to New Business.

Old & New Business

Top Dog - Rachel Brown acknowledged the March Top Dog was Benjamin Brewer.

Public Comment

No public comment.

Executive Director Client Relations

Passed on by Rachel Brown due to time.

Liaison Updates

Passed on due to time.

Finance Committee Update, Rachel Brown

Rachel Brown presented January & February financials. Destination Management is under budget, marketing expenses were over in January due to pre-spend, February was under budget. Sales expenses were under budget. Rachel Brown presented Lodger's Tax actual collections from Sept 2023 - February 2024. Everything looks on track and on target vs previous years.

Approval of Financials

Ken Stone motioned to approve, Charles Goodman second the motion. The vote was unanimous and approved.

Sector Updates

Passed on due to time.

Executive Session

No executive session.

Meeting adjourned: The meeting adjourned at 12:30 p.m.

Carrie Whitley motioned to approve, Ken Stone second the motion. Vote was unanimous and the meeting was adjourned.