



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting January 6, 2015

Board Members Attending: Bill Almond, Karen Ericson, Lindsay Lamson, Lynette Lott, Jon Nicholas, Scott Webermeier, Chris Wood

Also Attending: President & CEO Elizabeth Fogarty
Operations & Finance Director Suzy Blackhurst

Public Comment None.

Board Comments None.

Action Items:

1. New Member Oath of Office

Bill Almond administered the Oath of Office to newly appointed member Karen Ericson.

2. Advanced Telecommunications Election Endorsement

Scott Webermeier moved that Visit Estes Park officially support and endorse the Town of Estes Park ballot measure for Advanced Telecommunications as outlined in a draft endorsement letter presented to the board. Lindsay Lamson seconded the motion. The motion passed unanimously.

3. Resolution 01-15 Public Notice Designation Place

Scott Webermeier moved that the board approve Resolution 01-15 naming the Estes Valley Library as the official location where meeting notices are posted. Lindsay Lamson seconded the motion. The motion passed unanimously.

Discussion Items:

1. Future Budget (2016) on Adjustments vs. Working Capital.

During a general philosophical discussion about how the district can sustain, and grow, the district's tourism industry, board members agreed that the possibility of seeking approval for a higher lodging tax should be investigated. Board members agreed that logistical issues such as election timing, statutory requirements and limitations, financial projections, along with an assessment of public sentiment for a potential increase should be investigated. It was decided that Elizabeth will coordinate efforts of a Revenue Task Force. Scott Webermeier will work with Elizabeth and Finance Officer Suzy Blackhurst to develop financial projections. Jon Nicholas will pursue information about electoral options. A committee report to the board was scheduled for February 17, 2015.

2. Financial Report – Suzy Blackhurst.

Finance Director Blackhurst provided a cash balance report as of January 2, 2015, November Balance Sheet, Profit & Loss Statement and November Year-to-Date Comparison Profit & Loss report prepared by Accountant Kathy Asche. She also discussed progress toward the consolidation of bank accounts and the Department of Revenue process for reviewing potential outstanding accounts.

3. Committees.

Chair Bill Almond appointed Adam Shake and Jon Nicholas to the Advocacy Committee; Bill Almond, Scott Webermeier and Jon Nicholas to the Executive Committee; Lynette Lott and Karen Ericson to the Board Development and Governance Committee and Scott Webermeier and Lindsay Lamson to the Finance Committee. All are reappointments, with the exception of Karen Ericson who replaces outgoing member Chris Wood on the Board Development and Governance Committee. Standing committee reports are scheduled to be heard during the March 17, 2015 regular meeting.

C. Any Other Business:

President & CEO Elizabeth Fogarty discussed the possibility of her participation in the Town of Estes Park's Citizen Information Academy. Board members voiced strong support for her attendance.

D. Request to Enter Executive Session.

Lindsay Lamson moved that the board enter an Executive Session for the purpose of discussion of a personnel matter, and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f). Jon Nicholas seconded the motion. The motion passed unanimously.

E. CEO Compensation 2015

Following the Executive Session, Jon Nicholas moved that President & CEO Fogarty's salary be increased by 3% in 2015, that she be awarded an additional seven non-accrual vacation days in 2015 and that her car allowance be increased to \$4,000 per year. Lindsay Lamson seconded the motion. The motion passed unanimously.

Scott Webermeier moved that the list of 2014 Accomplishments submitted to the board by Ms. Fogarty be accepted in lieu of a 2014 performance review. Jon Nicholas seconded the motion. The motion passed unanimously.

F. Other Business

Jon Nicholas announced that he is waiting for EDA approval of two consultants prior to a scheduled Friday meeting when outreach plans will be developed as related to the EDC's recent grant award.

Elizabeth asked board members if they would assist as volunteers during the Jan. 19 Winter Trails event in Rocky Mountain National Park.

G. Adjourn

Jon Nicholas moved the meeting be adjourned. Scott Webermeier seconded the motion. The motion passed unanimously.

Future Board Meeting Schedule

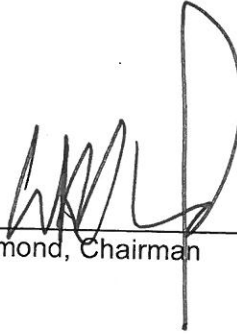
January 20: Regular Meeting

February 3: Work Session

February 17: Regular Meeting



Suzy Blackhurst, Recording Secretary



Bill Almond, Chairman