



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes January 20, 2015

Board Members Attending: Bill Almond, Karen Ericson, Lynette Lott, Jon Nicholas, Adam Shake

Also Attending: Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Trustee, Estes Park Town Board
Kyle Patterson, Rocky Mountain National Park

Public Comment. None

Board Comments. Jon Nicholas congratulated Estes Park resident Tommy Coldwell on his recent feat of climbing El Capitan

Loveland-Stanley Hotel RTA Informational Presentation: Greg Rosener

Greg Rosener, representing the Stanley Hotel, reviewed a proposal to include construction of a 500-seat auditorium in a Regional Tourism Authority request to be submitted by a group from Northern Colorado (GoNoCo). The Northern Colorado group submission includes destination product development proposals from Windsor and Loveland. Rosener asked for Visit Estes Park's endorsement of the application that will be considered by the Town of Estes Park Board of Trustees at its next meeting.

A. Action Items:

1. Approval of the Minutes from the December 16, 2014 Regular Meeting.
Jon Nicholas moved that the minutes from the December 16, 2014 Regular Meeting be approved. Lynette Lott seconded the motion. The motion passed unanimously.
2. Approval of the Notes from the January 5, 2015 Special Meeting.
Jon Nicholas moved that the minutes from the January 5, 2015 Special Meeting be approved. Lynette Lott seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. Rocky Mountain National Park Report – Kyle Patterson
Kyle Patterson outlined several upcoming activities and events associated with the National Park's Centennial celebration.

She noted that 2014 Park visitation was 1.26 percent higher than that seen in 2000, the Park's last highest visitation year. Patterson named the top 10 Visitation Days of the year as: 1. September 27; 2. September 20; 3. July 6; 4. July 5; 5. July 20; 6. September 28; 7. August 16; 8. July 27; 9. June 2; 10. September 26

2. CEO Report

Elizabeth Fogarty spotlighted progress on a variety of projects underway. She highlighted:

- Elizabeth spoke with Frank Lancaster regarding the legal hunting taking place around Sombrero Ranch. Frank confirmed that the hunters were shooting with their backs to the public areas, so there was not much that could be done. It's private property.
- Loop Committee meeting at Town Hall, hosted by Frank Lancaster, was well-attended. Positive questions and feedback were heard, --with many asking about the long term vision of Estes Park.
- Staff conducted another marketing strategy meeting with Backbone Media and Cultivator Advertising. It has been decided to retire the animals and the Welcome Banner swirls, except for appropriate places on the website. . The marketing program will continue its move to iconic pictures of people and activities, as the creative presentation works to add sophistication to the brand. Connecting marketing efforts to findings presented by Tourism Intelligence Group will be important.
- Elizabeth attended her first meeting as a member of the CTO Travel Resources Marketing Committee, which provided insight and comparisons of the state program. She was able to compare that information to results of Visit Estes Park marketing programs. Staff is also completing their own comparisons and incorporating segments that apply to their respective areas.
- Tourism Intelligence is conducting its second sweep of Visit Estes Park data.
- More than 33 (19 were public --first time we have opened it up to the public), attended the recent Association Forum. Visit Estes Park promoted the concept of an Association-to-Association code of conduct.
- The Visit Estes Park request for \$25,000 in funding from the Town of Estes Park is scheduled to be heard during the upcoming Town Board meeting.
- Elizabeth met with the Northern Colorado Economic Development Commission to discuss Estes Park's assets, opportunity and strategy. We plan to be top of mind with the NCEDC and make sure we receive opportunities from them.
- Larimer County formally approved the Visit Estes Park Operating Plan.
- Elizabeth attended a CAST (Colorado Association of Ski Towns session on affordable housing). It was great to see the Town Board involved and excited about possible solutions, both short and long term.
- Brook Burnham attended a recent sports meeting to help enhance the Wellness Brand for Estes Park.
- Per Frank Lancaster, Visit Estes Park will be involved in discussions as plans for new town signage progress, --primarily the creative and design process.
- A renewed IGA with the Town of Estes Park that will include a Service Agreement will be addressed following Town Administrator Frank Lancaster's return from an extended vacation.
- Elizabeth attended a Colorado Tourism Organization meeting in Cortez where planning for National Parks' Centennial was conducted. Elizabeth will serve on the events committee for the state. This will ensure that RMNP will be as visible as possible for the 2016 centennial celebrations.

- As soon as results are compiled, survey results from the Winter Festival will be shared.

3. Loveland-Stanley Hotel RTA

Board members discussed the request for support of a RTA application at length. Topics covered included the need to support regional efforts to increase tourism to the entire area, how an auditorium would differ from performance venues, support for a venture that potentially could negatively affect other proposed local ventures, and other similar viewpoints. Discussion also included what regional tourism is and is not, with much focus on the fact that this RTA is primarily destination product development in Loveland & Windsor, which has been formally stated in online news articles that they intend to feed off of RMNP's 3 million visitors. Questions were posted to Greg Rosener, although most could not be answered at the time. Chairman Almond asked the advocacy committee to meet with Elizabeth to develop a recommendation by the February 3 Board meeting, and hopefully we would have additional answers by then.

4. Future Board Meeting Schedule

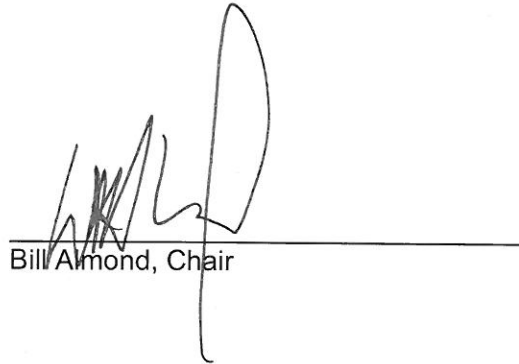
- February 3: Special Meeting (RTA Support Resolution)
- February 17: Regular Meeting (Review Chart of Work by committees; Review Work of the Revenue Task Force)
- March 3, 2015: Work Session
- March 17, 2015: Regular Meeting

5. CEO Goals 2015

The Board of Directors agreed to accept CEO performance goals as previously submitted.



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair