



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting January 3, 2017 Minutes

Board Members Attending: Steve Kruger, Morgan Mulch, Lindsay Lamson, Charley Dickey, Scott Webermeier, Adam Shake (by telephone), Karen Ericson (by telephone), and Bob Holcomb (Town Trustee)

Board Members Absent: Cody Walker (Town Trustee Liaison)

Also Attending: Michelle Hiland

Elizabeth Fogarty, Visit Estes Park, President & CEO
Michael Bodman, Visit Estes Park, Finance & Administration Manager

The meeting was called to order by Chair Scott Webermeier at 2:00 p.m.

Public Comments. (Please state your name and address.)

Michelle Hiland: 1767 Wildfire, Estes Park, CO. Hiland read from a statement. Stated that she had good meetings with several VEP Board members and looks forward to a more constructive relationship going forward. Hiland stated that she needs a better understanding of Visit Estes Park (VEP) finances. She would like to see a new independent financial review conducted and have a third party brought in to summarize and categorize all VEP expenses and make these documents public. Hiland also congratulated Charlie Dickey as the new board member and hopes this board will ask more questions and provide more feedback in the future regarding the budget, operating plan, and CEO contracts.

Board Comments.

N/A

A. Action Items

1. Approval of Agenda

Webermeier proposed adding to the agenda election of officers after swearing in of new members. Mulch moved to approve the agenda, as amended, Lamson seconded, and the Board approved unanimously.

2. Swearing-in of New Visit Estes Park Board Members

Webermeier read the Oath of Office language aloud and Dickey repeated accordingly.

3. Election of Officers.

For the position of Chair, Lamson nominated Kruger while Mulch nominated Dickey. Shake seconded both nominations.

Lamson and Ericson stated that it's important to have someone with VEP Board experience in the position of Chair. The Board approved the nomination of Kruger 4-2 with Mulch and Dickey opposed. Webermeier did not vote, stepped aside, and Kruger took the position of Chair.

For the position of Vice Chair, Kruger nominated Lamson, Dickey seconded, and the Board approved unanimously.

For the position of Secretary/Treasurer, Mulch nominated Dickey, Lamson seconded, and the Board approved unanimously.

4. Approval of December 20, 2016, Board Meeting Minutes

Mulch moved to approve the minutes, Lamson seconded, and the Board approved unanimously.

5. Approval of December 29, 2016, Executive Session Minutes

Mulch moved to approve the minutes, Lamson seconded, and the Board approved 5-0 with Dickey abstaining, due to not being on the board at that time.

6. Approve Resolution 01-17 Designating a Public Place to Post a Meeting

Kruger read the resolution aloud. Lamson moved to approve Resolution 01-17, Mulch seconded, and the Board approved unanimously.

7. Approve Resolution 02-17 Naming Bank Signatories

Kruger read the resolution aloud. Dickey asked that the effective date be changed to the Board meeting date: January 3. With that change, Lamson moved to approve Resolution 02-17, Mulch seconded, and the Board approved unanimously.

B. DISCUSSION ITEMS AND REPORTS

1. Mountain Sage Consulting, Mark Holdt

Holdt went through his presentation, and the Board contributed their thoughts as he went along.

2. Meeting Schedule for the Year and Critical Dates

Mulch stated that he would be out for the better part of May, June, and July 2017 due to his wife's pregnancy. Lamson said that he would be out for a month or two starting with the next meeting but would be calling in as long as there were no connectivity issues from where he is staying.

The Board agreed to exchange mobile phone numbers and stay on a bi-monthly meeting schedule until the strategic planning process is completed, at which point the Board could meet once a month. At that point, the board shared, per Mark Holdt's recommendations, that their meetings would be more focused on strategy and not operations, including limited CEO updates. The Board agreed that more work could be accomplished through committees as appropriate.

C. ADJOURN

Mulch moved to adjourn at 4:15 p.m., Lamson seconded, and the Board approved unanimously.



Michael Bodman, Recording Secretary

DATE: 2-21-17



Steve Kruger, Chair

DATE: 2/21/17