



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Tuesday, January 7, 2020, 6:00 p.m.
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Deborah Gibson, Marie Cenac, Pat Murphy, Tonya Humiston and Sean Jurgens

Board Members Absent: Camden Birkeland and Todd Jirsa

Also Attending: Jessica Jenkins – Trail Gazette

Eric Lund, President & CEO, Visit Estes Park
Wendi Bryson, Office Manager, Visit Estes Park

The meeting was called to order by Board Chair Sean Jurgens at approximately 6:00 pm.

PUBLIC COMMENT.

None

REPORTS.

Cenac gave an update on what the Town Board had been working on in terms of the Town and County IGA and how that might affect the community and a grant application they were applying for.

Patterson went brief over where the Park was at with the year-end visitation figures, what the visitation was like in December with the holidays, the slight increase in camping fees that went into effect January first, the upcoming biennial research conference in March, and upcoming road construction expected for 2020.

CHAIRPERSON'S MESSAGE.

Jurgens went over the items on the agenda briefly. Cenac moved to approve the agenda, Humiston seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Lund briefly went over the highlights of his written report including what he accomplished in December, some upcoming programs that re being launched including a resident sentiment survey, upcoming meetings, personnel changes and job posting and an offer made by the new Chamber of Commerce of an ad hoc board seat. Jurgens felt that a liaison from each organization would be more appropriate and has been done in the past to avoid any potential conflict of interest, but that it could be discussed moving forward.

PROGRAM REVIEW.

Lund went on to go over the marketing report data. Gibson mentioned that when Davis was the marketing director that he would come to the meetings, so the board could ask questions. She wanted to know if that could be done again every other meeting or so, Lund agreed. He then went on to go over the PR data included in the marketing report before moving on to the Stakeholder Services report briefly. Gibson asked if any progress had been made on getting actual figures for the group sales efforts in 2019, Lund stated he was working on consolidating that information. Gibson expressed concern that the majority of what she had seen come through was mostly summer rather than the shoulder or off season and the groups are mostly larger than what she typically works with. Lund shared that there were some plans for the year like sponsoring CVENT that should address that. Gibson asked when Lund would have the report finalized and he stated he could have it ready by the next board meeting. Benes went over some highlights of the finance report including the lodging tax collection versus the sales tax collected by the town and the next futures survey to go out to lodging stakeholders. Gibson wondered if the survey should be sent out monthly rather than quarterly. Benes agreed that he could start doing that.

POLICY DEVELOPMENT.

Jurgens gave a brief overview of the board officer positions. He then explained that he is term limited and cannot serve as chair again. He asked if there were any nominations. Cenac nominated Gibson for chair, Humiston for vice chair, Murphy for secretary and Jurgens for Treasurer. Gibson stated she would be willing to serve as chair, but wanted a little more support in the vice chair position. She asked if Jurgens would be willing to serve as vice chair instead. Jurgens agreed. Cenac moved to make Gibson the chair, Jurgens the vice chair, Humiston the treasurer and Murphy the secretary, Murphy seconded. With no further comment, the motion passed unanimously.

Jurgens went over the purpose of the resolution and the history. Cenac moved to approve Resolution 01-20 to establish designated posting location of public notices, Humiston seconded. With no further comment, the motion passed unanimously.

Jurgens explained the intent and purpose of the resolution and asked for a motion to approve. Murphy moved to approve Resolution 02-20 to assign new bank signatories, Gibson seconded. With no further comment, the motion passed unanimously.

Jurgens listed out the various committees and requested volunteers. Gibson asked to be on the governance and finance committees. Cenac offered to be on the governance committee. Jurgens added the Gibson and Humiston both should serve on the finance committee. Murphy volunteered for the strategic marketing and metrics committee. Humiston offered to continue serving on the group sales committee. Jurgens then asked if the board wanted to continue rotating board members on the community advisory board meeting. All the board members agreed to keep it rotating. Jurgens then asked if Lund was attending all the EDC board meetings and if he felt that was sufficient. Lund agreed. Bryson added that the only reason that was on the list is that historically the liaison between the organizations was a board member serving in an ad hoc capacity, but is not required. The board felt that it was better served having Lund act as a liaison between the EDC and Chamber of Commerce boards. Gibson asked if she could join the strategic marketing committee as well. Jenkins mentioned that she worked for the EDC and since she would be coming to the meetings for the Trail Gazette anyway that she would also be willing to act as an EDC representative. Jurgens moved to appoint Gibson Cenac on the governance committee, Gibson and Humiston on the finance committee, Murphy and Gibson on the strategic marketing and metrics committee, Humiston to the group sales committee, and to continue rotating board members for the community advisory board, Humiston seconded. Cenac added that she could attend the next community advisory board meeting. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

Humiston moved to approve the minutes from the December 3, 2019 meeting, Gibson seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.


Cenac mentioned she liked the new 2020 visitor guide. The other board members agreed. Benes announced the next two athletes being hosted for the athletes in residence program and how huge the response has been after the launch last year.

ADJOURN.

Jurgens adjourned the meeting at approximately 7:00 pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Vice Chair

DATE: 3/3/2020

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