



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Wednesday, January 10, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave.

Board Members Attending: Sean Jurgens, Anne Morris, Stephano Tomasello, Pat Murphy, Lowell Richardson, Deborah Gibson, Bob Holcomb (Town Trustee Liaison), and Chris Amundson (by telephone).

Also Attending: Scott Webermeier, Suzy Blackhurst, Art Messal, Charley Dickey, Kirby Hazelton, Jon Nicholas, Alex Gibson, Adam Shake, Paula Scheil, and Zach Clemens.

Wendi Bryson, Operations Manager, Visit Estes Park
Michael Bodman, Finance & Data Analytics Manager, Visit Estes Park
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney
Mark Holdt, Mountain Sage Consulting

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 p.m.

Public Comments – Zach Clemens, 2089 Eagle Cliff Road, reporter with the Estes Park *Trail-Gazette*, asked if Visit Estes Park (VEP) will conduct an audit separate from the town's audit going forward, and separately audit the audits already conducted for previous years.

A. Action Items

1. Approval of Agenda

Richardson moved to approve the agenda, Murphy seconded, and the board approved unanimously.

2. Swearing-In of New Visit Estes Park Board Member Deborah Gibson

Jurgens read aloud the oath of office, Gibson repeated, and she was duly sworn in as a Director of the Estes Park Local Marketing District.

3. Approval of the Revised December 4, 2017, Executive Session Minutes

Richardson moved to approve the revised 12/4/2017 executive session minutes, Murphy seconded, and the board approved 5-0, with Gibson abstaining (Morris arrived late to the meeting after the action-item votes).

4. Approval of the December 20, 2017, Regular Board Meeting Minutes

Richardson moved to approve the 12/20/2017 minutes, Murphy seconded, and the board approved unanimously.

5. Approval of Resolution 01-18 Designating a Public Place to Post a Meeting

Murphy moved to approve the resolution, and Jurgens seconded.

Richardson asked why the library was chosen. Jurgens explained that it's the usual place that the public is familiar with when looking for board meeting agendas, including VEP agendas.

The board approved unanimously.

B. DISCUSSION ITEMS AND REPORTS

1. Mountain Sage Consulting – Mark Holdt

Holdt went through his presentation on the strategic plan, and the board contributed their thoughts as he went along. Richardson noted that the strategic plan should be subject to revision, and Holdt agreed that the plan is not static but rather dynamic and open to change. On the issue of changing the state statute to allow for greater spending latitude for DMOs, Richardson asked staff if all DMOs would like to see the statute changed. Bodman replied that his understanding was that some DMOs would like to see the statute changed and some would not, depending on their competitive position. (Better-endowed destinations with major corporate funding would prefer to keep the statute the same, and thereby restrict lesser-endowed destinations like Estes Park from engaging in destination product development through DMO capital investments that could make Estes Park more competitive compared to the better-endowed destinations.)

2. Town Board Liaison Update – Trustee Holcomb

Trustee Holcomb stated that the town board approved a new five-year contract to hire independent C.P.A. audit firm Anton Collins Mitchell (ACM). Trustee Holcomb noted that the town has structured the new contract so that VEP has the option to conduct the audit as follows: (1) an audit that includes VEP as a component unit of the town's financial statements and the town's audit opinion, which has been the practice in the past, or (2) an audit whereby VEP would have separately issued financial statements and a separate audit opinion unique to Visit Estes Park.

3. CEO Hiring Committee Update

Jurgens gave an update on the CEO hiring process. He noted that two people have applied for the interim CEO position. Gibson asked if six months is a normal amount of time to hire a new CEO. Jon Nicholas, a previous VEP board member, was invited to respond. He stated that it took about six months to hire a new CEO the last time around. Gibson then asked if any momentum has been lost for marketing in 2018. Bryson replied that VEP destination marketing has not lost any momentum. The 2018 operating & marketing plan and the 2018 budget were developed before the resignation of the previous CEO, and VEP's marketing agency partners are implementing the necessary marketing, creative, and media campaigns in the current year.

4. VEP Involvement with the Events Center and Performing Arts Center

Murphy stated that he thought it was important for VEP to support the event center and the performing arts center. Richardson agreed. Murphy added that he reached out to the directors of both centers to come speak to the VEP board.

Bryson summarized the various ways in which VEP currently supports these organizations by marketing events. She also noted that VEP cannot spend money on capital expenditures in support of these centers. Murphy emphasized that he was only interested in marketing help. The board agreed that it would help to hear directly from both organizations on how VEP can support these centers in the future.

Gibson stated that she would like to have a written synopsis of these issues beforehand. In addition, Gibson would like the event center and performing arts center to submit any proposals in writing. Gibson noted that there was no written information about this agenda item beforehand, and that this item just appeared without anyone really knowing what it was about, or why it was put there. Thus, the board did not have an opportunity to formulate questions before the meeting, according to Gibson.

5. Meeting Schedule for the Year and Critical Dates

Bryson reviewed the annual schedule. Jurgens noted that the board would reconsider monthly vs. bi-monthly meetings in April.

6. Policy 22 – Board Email Communications Policy

Jurgens and Richardson asked about the standard for email records retention. Chmil replied that six months is the standard in most cases, based on Colorado records requirements. Bryson gave an update on the public board email web page, which is under construction.

Board Comments

Jurgens welcomed Gibson to the board, and thanked her for serving. Richardson stated that he agreed with Gibson about providing more information on agenda items before the meetings. He recommended that staff prepare memos summarizing issues on the agenda beforehand. Bryson replied that could be done in the future; the memos would be included in the board packets. Gibson added that board members who request certain agenda items could help provide staff with an explanation as to why they requested the item in the first place.

Adjournment – Richardson moved to adjourn at approximately 2 p.m., Murphy seconded, and the board approved unanimously.



Wendi Bryson, Recording Secretary

DATE: 1/24/18



Sean Jurgens, Chair

DATE: 1/24/2018