



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Monday, January 11, 2021, 5:00 p.m.  
Conference Room, 1751 N. Lake Ave Unit 107  
Via GOTO Meeting

### Board Members Attending:

Chair Person Deborah Gibson; Vice Chair Sean Jurgens; Secretary Mcshan Walker; Treasurer and Trustee Scott Webermeier; Trustee Marie Cenac; and Director Pat Murphy

### Also Attending:

Abigail Huebner, Interim CEO  
Kevin Benes, CFO, Visit Estes Park  
Krystin Campion, Executive Admin Assistant  
Josh Harms, Marketing Director  
Laurie Graves, Graves Consulting  
John Chmil, District Attorney  
Kyle Patterson RMNP PIO

The meeting was called to order by Chair Person Deborah Gibson at approximately 5:02 p.m.

### PUBLIC COMMENT:

No Public Comment was given.

### REPORTS:

#### 1. RMNP Update – PIO Kyle Patterson

Patterson goes over how RMNP November visitor numbers were up 28%. She recaps how they will be doing pile burning when weather conditions permit. Weather conditions and the burning are key in fire safety. She also mentions the rolling campgrounds reservations started back in November, as well. They are seeing good results for this and numbers are looking positive. In some areas, that are still closed, they are having issues with people taking signs down and not obeying the closures.

#### 2. Town Board Updates

No town Board updates were given

### CHAIRPERSON'S MESSAGE:

#### 1. Overview of Agenda

Chair Gibson gives an overview of the agenda items listed. She also mentions that Trustee Cenac's term has expired, however, the town reappointed her; and she agreed to serve.

#### 2. Approve Agenda

Chair Gibson motions to approve the Agenda with the amended change to the Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(f) be changed to Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(b). Vice Chair Jurgens moves and Trustee Cenac seconds this motion and it passes unanimously across the Board.

### EXECUTIVE SESSION:

1. Pursuant to Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(b) to go into executive session to consider personnel matters involving the selection, appointment, and employment of a CEO.

Chair person Gibson motions to go into executive session pursuant to Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(b) to consider personnel matters involving the selection, appointment, and employment of a CEO. This is seconded by Trustee Webermeier and passes 6-0 across the Board. The Board went into a closed session at approximately 5:10 p.m.

### **Visit Estes Park**

NOTE: Visit Estes Park reserves the right to consider other appropriate items not available at the time the agenda was prepared.  
All board meetings are recorded per state regulation.

## OPEN SESSION

At approximately 6:10 p.m. the meeting and the Board returns to open session. Gibson asks for any objection about the closed session. None are stated.

## GUESTS/PRESENTATIONS:

### 1. Graves Consulting Update

Graves opens with a thank you to the staff at VEP for how well things have been flowing and the creation they have done to this point. She is seeing applications come in and currently have 12 of them so far with DMO experience. Graves is starting first round screening for first round interviews. Graves will contact the committee when they are ready to confer more information. Trustee Webermeier asks how and where this posting has been marketed so far. It has been on VEP's website as well as on other internal and word of mouth marketing. They are trying to keep it more organic in the process to attract the right type of candidate. Graves is currently getting good interest and keeps the net broad. Graves does not see a need for more places for this to be marketed.

## PRESIDENT & CEO:

### 1. Highlights of written report

Huebner starts with how things are running smoothly and things are all getting done but is looking for feedback on setting up quarterly meetings with the new County Commissioners. Discussion is on how to get these going and the previous logistics of these meetings. Chair Gibson asked Huebner to work with Linda Hoffman and Travis Malchalek to get these going. These meetings are not action based, they are a simple presentation and update of what VEP is doing and how VEP is doing for the County and the Town. These are open to the public but the public cannot not speak. Chair Gibson asks that Vice Chair Jurgens and Trustee Webermeier come up with a recommended format and then it can be run by the Town and County and gets all parties working together so everyone's needs are met for these meetings.

### 2. Updates

Huebner goes into the 2 new projects that VEP has going on. The first being a climbing boulder in partnership with the Town. The other being the snow machine for the Estes Arts District. This is meant to be a community tool. Previously events have had to be canceled due to lack of snow. They want ideas to come in for its use. For example, one idea they are working on to make happen is the idea of a human dog sled race.

## PROGRAM REVIEW:

### 1. Operational Updates

Harms gives the marketing update starting with seasonal marketing plans going for advance summer reservations, with a focus on packages and offers page. The goal is to align and partner up businesses on creating packages. For example: stay x amount of nights at such and such lodging place and get a voucher for free meal or drinks at another bar or restaurant. Harms also recaps year end stats. Trustee Webermeier requests more definitions on what exactly these stats mean and what they are seeing. Harms agrees to add more of this in his next presentation.

Benes opens with the finance update. This update includes that October was only down 6.55% in stays. This was due to the wildfire that happened. Overall, the numbers are looking much better than expected considering the Covid-19. The budget shows that VEP is doing much better. This is due to the continued spending on marketing through all of this; and it is showing to be effective.

Benes also speaks about the job ad that VEP created, shows the Board what this looks like, and what is being shared everywhere. He also comments that the year close of the 2020 financials will officially close in March. This will change the numbers so that they can be presented more current for each month instead of looking at numbers from a month to two months past.

## POLICY DEVELOPMEN:

### 1. Election of Board Officers – Chair, Vice Chair, Treasurer, Secretary

Chair Gibson asks for nominees for Board Chair. Trustee Webermeier asks if Chair Gibson would be willing to serve another term as Board Chair Person. She agrees. Trustee Webermeier makes a motion for Deborah Gibson to be Board Chair again going into the 2021 year. Trustee Cenac seconds and votes are taken via role call; and this passes 6-0 across the Board. Chair Gibson motions that Sean Jurgens serve another term as Vice Chair. This motion is seconded by Trustee Cenac and passes 6-0. The next officer position to be

### **Visit Estes Park**

NOTE: Visit Estes Park reserves the right to consider other appropriate items not available at the time the agenda was prepared.  
All board meetings are recorded per state regulation.

assigned is Treasurer. Cenac asks Director Murphy if he has interest in this position and he declines. Trustee Cenac then nominates Trustee Webermeier for the Treasurer position. He accepts. Chair Gibson seconds the motion, and it passes across the board 6-0. Trustee Cenac nominates Mcshan Walker as Board. He accepts this nomination. The motion is seconded by Trustee Webermeier and passes 6-0 across the Board. That concludes the filling of the officer positions.

2. Resolution 01-21 DOLA and 2021 Regular Board Meeting Schedule

Trustee Webermeier moves to approve the resolution 01-21 with the amended change of the item on Jan 31 is a 2021 budget due and a 2022 budget. This Motion is seconded by Vice Chair Jurgens. Votes are taken via role call and passes 6-0.

3. Resolution 02-21 Public Notice Designation Location

Chair Gibson asks for any questions of comments on this item. None are given. Trustee Webermeier moves to approve the Resolution 02-21, Trustee Cenac seconds this motion. The motion and resolution pass across the Board in favor 6-0.

4. Resolution 03-21 to Assign New Bank Signatories

Motion to pass Resolution 03-21 is made by Trustee Webermeier and Vice Chair Jurgens seconded the motion. Votes are taken, and this passes in favor across the Board 6-0.

5. Committee Appointments

This item is tabled for a future meeting to see who is on what committee and what committees are needed going forward.

**CONSENT AGENDA:**

1. Approval of minutes from the December 10, 2020 meeting. Recognize Minutes from the CEO Recruiting Meeting December 14, 2020

Vice Chair Jurgens moves to approve the minutes with the amendment of listing Trustee Cenac as in attendance at the last Regular Board Meeting taking place on December 10, 2020. Trustee Webermeier seconds this motion. This passes in favor 6-0.

**BOARD COMMENTS:**

Benes asks the question about GOTO Meeting Plug in that it will allow the Board member to vote with a thumbs up and thumbs down. This would give video evidence of the votes as well.

**ADJOURN:**

Meeting is adjourned at 7:36 p.m.

  
\_\_\_\_\_  
Krystin Campion, Recording Secretary

  
\_\_\_\_\_  
Deborah Gibson, Chair Person

DATE: 1/23/2021

DATE: 2/1/2021

Upcoming Meetings: Jan 25, 2021.

**Visit Estes Park**

NOTE: Visit Estes Park reserves the right to consider other appropriate items not available at the time the agenda was prepared. All board meetings are recorded per state regulation.