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## Board of Directors Regular Meeting Minutes

Wednesday, January 16, 2019, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

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

Board Members Absent: Todd Jirsa

Also Attending: John Nicholas, Sandy Hall and Claire Woodcock

Eric Lund, President & CEO, Visit Estes Park  
Shannon Davis, Marketing Director, Visit Estes Park  
Kevin Benes, Chief Financial Officer, Visit Estes Park  
Wendi Bryson, Office Manager, Visit Estes Park

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

### PUBLIC COMMENT.

John Nicholas congratulated the board on hiring the CEO and thanked staff for everything they have done to move forward.

### REPORTS.

RMNP Update – PIO Kyle Patterson was absent.

### CHAIRPERSON'S MESSAGE.

Jurgens asked to strike the board officer election until all members could be present. The board agreed. Jurgens moved to approve the agenda with the removal of the officer election, Cenac seconded. With no further comment, the motion passed unanimously.

### PRESIDENT & CEO.

Lund thanked the board for the warm welcome and the assistance getting settled. He also thanked the staff and Shannon for doing a great job keeping things going. Davis gave an update on the winter campaign and how staff adjusted it to deal with the government shutdown. He gave an update on the Athlete in Residence program being developed and the thought process going into the program and some of the challenges being addressed. He talked about some upcoming print advertising coming up. He went over the PR figures from 2018 and some up and coming FAMs and events. He explained that he was hoping to get the KPI dashboard finished and running by the next meeting. He went over a change in the publisher for the guide for the next year and what opportunities that created for Estes Park. Cenac asked how stakeholders were selected for features, and Davis explained that there are both free and paid opportunities available for stakeholders to participate in and that the staff always tries to give everyone interested in opportunities a chance to participate in a way they are comfortable with.

### CFO.

Benes explained the figures on the November P&L and how the reporting was going to change moving forward. Cenac asked if Benes was getting input from the rest of the staff, and he agreed that he was working closely with staff on the figures. Benes then went on to explain that the advertising expenses in November were low, but that is due to the majority of those expenses hitting in December. He then gave an update on his findings on changing where the reserve fund balance is kept and how it would be invested. Jurgens asked that be added to the agenda for the next meeting. He then shared that the forensic audit report had not arrived yet due to delays. Gibson asked if it came in under the budgeted amount and Benes agreed. She then asked if the final report was going to include direction on next steps, and Benes explained that the report would be in

multiple stages including a summary and then specific recommendations. Benes shared that the Town sales tax was doing pretty well through November and it was up 7%. He went over the breakdown by industry and shared that retail was up the most over 2017 at 18%. Cenac shared that one of the things the town was most concerned about was the shutdown and the effect it would have on sales taxes. Lund shared that staff was creating a plan to get the word out that the park was now open. Davis shared that staff had already adjusted the messaging in the winter campaign to address the park shutdown, and it will be simple to adjust that to let guests know the park was now open. Gibson shared that after the 2013 flood the message was about supporting the town and engaging visitors that way, and that Rams Horn shared Kyle's press release on their social media and that it took off right away. She also shared that her property hadn't had much impact in December or January, but that February's advanced deposits was down significantly. She was hopeful that with all the press that would pick back up. Cenac asked if how far in arrears the lodging tax reporting was, and Benes explained that for the lodging tax it works a little different. Sales tax is based on what is reported, but the lodging tax is reported based on who paid. Therefore, if someone chooses to not pay the tax it is not reported. Cenac explained that the town is choosing to hold off on some expenses until the full effect of the shutdown is understood, and asked if VEP was going to do the same. Benes shared that he already had estimates put together already and that staff was working on a plan, but the decision was up to Lund. Lund shared that he wanted to get plans in place to address things like this or natural disasters ahead of time. Davis shared some of the different organizations and groups reaching out to VEP offering assistance and asking how they can help.

### PROGRAM REVIEW.

Hall gave an overview of her findings after her interviews with the Town, County and Community leaders. She explained that just about everyone she talked to was extremely happy with the staff of the organization. She also said that VEP was credited with growing the shoulder and winter seasons. She said that some things VEP should focus on are winter and shoulder season, mid-week in all seasons, populations, consider group sales and events, focus on international visitation, RMNP alternatives for guests, and improving shopping experiences/diversity. She gave an overview of the main points that were mentioned and some of the more idealistic goals. She talked about result tracking and how those she spoke to would like those to be presented. She talked about the priorities that came out in the interviews. She shared that most agreed with the vision and mission statement the organization already has. She then shared some tweaks to the strategic objective language to make them easier to understand, but explained that overall everyone agreed that the strategic objectives were exactly as they needed to be. She then gave several general recommendations.

### POLICY DEVELOPMENT.

~~Election of Board Officers~~ – tabled until the next meeting

Jurgens went over the purpose of resolution 01-19 for the posting of public notifications. Jurgens moved to approve resolution 01-19 to establish the designated public notice posting location, Gibson seconded. With no further comment, the motion passed unanimously.

Jurgens went over the reason for the resolution. He moved to approve resolution 02-19 to name new bank signatories, Cenac seconded. With no further comment, the motion passed unanimously.

Jurgens went over the history of the meeting locations, and the reason for the proposed moves. He asked if the new office conference room would have the equipment necessary for meeting recording, and Benes agreed that it would be ready with all the necessary AV equipment. Jurgens shared that he would prefer the option to sit around a table for discussions, and the other board members agreed. He asked if there was a per meeting cost at the new office like there was in Town Hall, and Kevin explained that other than set up there would not be any additional costs. Jurgens reminded the board that they had mentioned the meeting time. Cenac stated evening would be easier for her and the Jirsa for scheduling purposes, and that evening might make it easier for public to attend. Gibson mentioned that Thursdays would work better for her. Jurgens asked if that would work for staff, and Benes explained that staff would make themselves available to meet the board schedule since they were volunteers. Cenac said Thursdays could work for her as long as it's after 6:30pm. Gibson suggested a survey. Jurgens moved meet at the new office located at 1230 Big Thompson on the fourth Wednesday of February, Murphy seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

Jurgens moved to approve the December 19, 2018 meeting minutes, Gibson seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Cenac welcomed Lund as the new CEO and the other board members agreed. Jurgens thanks Davis for all his hard work as well.

ADJOURN.

Jurgens adjourned the meeting at approximately 2:00 pm.

  
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Wendi Bryson, Recording Secretary  
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Sean Jurgens, Chair

DATE: 2/27/2019

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