



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes February 17, 2015

Board Members Attending: Bill Almond, Karen Ericson, Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier

Also Attending: Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Trustee, Estes Park Town Board
Teri Salerno, Estes Park Visitor Center

Public Comment. None

Board Comments. Bill Almond thanked the board for their work during his recent absence.

A. Action Items:

1. Approval of the Minutes from the January 20, 2015 Regular Meeting and the February 3, 2015 Special Meeting.

Scott Webermeier moved that the minutes from the January 20, 2015 Regular Meeting and the February 3, 2015 Special Meeting be approved. Adam Shake seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. CEO Report

Elizabeth Fogarty spotlighted progress on a variety of projects underway. She highlighted:

- The Destination Product Development Retreat featuring Mitch Nichols will be from 9 am to 5 pm on March 17. The Town Board of Trustees, Administrator Frank Lancaster, town staff, EDC Board and LMD Board are among the formal invites. Also, community members will be invited to listen and learn. Nichols teaches CDME (Certified Destination Management Executive) courses for Destination Marketing Association International, has conducted product development strategy work and worked with community development for locations throughout the U.S.
- Future presentations of information in the CEO report will more closely follow the Operating Plan Table of Contents. This will assist the Board with a snapshot of how we are pacing with the deliverables of the Operating Plan.

- Elizabeth has reached out to Ed Peterson who is working with vacation rental owners. A link to a Town of Estes Park prepared packet of information about VRBOs will be forwarded to board members.
- The EDC FLAP grant committee recently conducted a formal committee meeting that included attendance by Kate Rusch and Greg Muhonen. The committee will review the preliminary report from AE Comm. Following significant public input, the town identified a fourth hybrid plan for the group to consider. The AE Comm report will be delivered during a Town Board Study Session during the second week in March. Lindsay Lamson asked that discussions include consideration of the impact on Estes Park due to limited access during construction phases. Elizabeth confirmed this has been part of the discussions already. Current plans are for the NEPA study to be completed in 2015; design to be created in 2016, and construction to begin in 2017.

Jon Nicholas noted that CDBG grant money currently is being distributed. About 20 local businesses have received \$800,000 in funding. Estes Park businesses have received 55% of the money currently being distributed and account for 58% of the businesses that have received pre-approval for the grants.

- Elizabeth attended the Assembly meeting of ski towns. She said information received during that meeting will assist Visit Estes Park in its marketing efforts and many of the challenges ski resorts are facing, are opportunities for Estes to capitalize on. Millennials was a significant part of The Assembly discussions.
- The Estes Park Medical Center Wellness Summit will be April 23-24 at the Stanley Hotel. The event will allow businesses the opportunity to learn how to be part of the wellness destination opportunity. There will be industry break-outs.
- Elizabeth, Brooke and Kellen met with AIM to discuss the content and layout of the eight videos they are creating and filming in Estes Park.
- Brooke Burnham attended the Go West International Influencer meeting in Colorado Springs. As a result of her participation, she hosted two associated fam trips with international groups to Estes Park and RMNP.
- The annual Stakeholder Services survey was distributed on Friday, February 13, 2015. To date 78 responses have been received. Early results indicate respondents think Visit Estes Park is above average in its performance and have provided great feedback on the types of classes stakeholders would find useful. In addition, thus far 64% of those responding said they would support an increase in the lodging tax. Respondents also rated destination product development as first in priority and also listed specific examples of what they would like to see. Elizabeth stated it is great to see, the community not only understands what destination product development is, but the fact that we need it and has a vision for what that should be for Estes. There is still another week and a half left for the survey.
- Elizabeth soon will have a regular column in the Estes Park Trail.

2. Revenue Tax Force Report

Jon Nicholas reported that, should the board request an increase in tax collections, a petition process would not be necessary. Instead the Board of Directors can request an

election through a board resolution. Because of state requirements, the Marketing District can only seek an increase in the tax rate during a November election.

Lindsay Lamson noted that during meetings of other districts, the concept of using lodging taxes to raise funds has been raised. He asked what other official groups are allowed to use lodging taxes as a source of revenue.

Treasurer Webermeier provided income forecasting models that provided for a variety of tax base increases along with varying percentage increases in accommodations sales. Board members suggested that forecasting three or five percent sales increases could be too ambitious. Webermeier was asked to develop a revised forecast using a two percent annual increase in sales as a base.

If the district were to seek an increase in the lodging tax, board members discussed timing of such an election, and the need to develop specific uses for increased revenues.

3. Town Board Liaison Ron Norris

Norris noted that the Larimer County Sheriff's website had comprehensive information dealing with fraud alerts. He suggested that the information be shared with stakeholders.

4. Committee Chart of Work for 2015

Chairman Almond distributed information detailing committee assignments for the year and suggested work that each committee undertake. Lindsay offered to assist with analysis and obtaining information for the Revenue Task Force. Board members were encouraged to work outside of the regular meeting times.

5. Summary of Elizabeth Fogarty's Informal Review

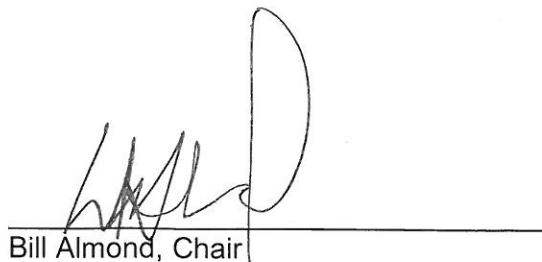
Chair Almond recapped the Executive Committee assessment that Elizabeth is doing an outstanding job in the short time she has been in the position and is up to speed in many areas sooner than they expected. The entire board expressed their appreciation for her hard work and diligence and only expressed concern with regard to doing too much and burning out. Elizabeth shared appreciation for the staff and board. The committee has been working with Elizabeth on defining success in measurable terms for 2015 and beyond..

6. Future Board Meeting Schedule

- March 3, 2015: Work Session
- March 17, 2015: Product Development Retreat
- April 7, 2015: Work Session
- April 21, 2015: Regular Meeting



Suzy Blackhurst, Recording Secretary
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Bill Almond, Chair