



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes February 18, 2014

Board Members Attending: Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Peggy Campbell, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Public Comment. None

Board Comments. None

A. Action Items:

1. CEO Search Update

By teleconference, Rick Mack discussed activities undertaken to date and the anticipated process after the board approves the search timeline and approves the position profile that will be used in posting the position. All applications will be submitted to Mack who will assess the applicant's qualifications for the position, conduct background checks, and coordinate the interview process. He also will provide a list of questions that can be posed to all candidates. Mack said he also could be involved in negotiations if desired by the board. Because Visit Estes Park is a governmental agency, the "short list" of candidates identified must be publically posted (at the library) as required by law. The name of the person selected for the position also must be posted.

Chris Wood moved that the timeline for the search be approved as presented. Scott Webermeier seconded the motion. The motion was approved unanimously.

While board members were complimentary in discussing the position profile developed by Mack, three changes were suggested:

- Use a budget range of \$1.5 to \$2 million rather than \$2 million when describing the organization.
- In the Job Overview section, substitute the word "organization's" for "board's" in describing the strategic plan.
- In the section detailing experience and credentials, the phrase "or other marketing role" was suggested to replace the phrase "similar type of organization."

Adam Shake moved that the Position Profile be approved with the three changes included. Wood seconded the motion. The motion passed unanimously.

2. Consideration of Resolutions for the Anschutz Wellness Center and Lot 4 Open Space
Scott Webermeier moved that the board approve Resolution 3-14 supporting the Estes Park Medical Center/Anschutz Wellness Center and opposing the proposal to place a permanent conservation easement on Lot 4. Lindsay Lamson seconded the motion. Following discussion the motion was approved unanimously.
3. Approval of Minutes and Notes from the Meetings of December 10, 2013, December 17, 2013, January 7, 2014, January 28, 2014, and February 4, 2014
Jon Nicholas pointed out that on page 2 of the January 28 Special Meeting Minutes and Page 2 of the February 4 Work Session Notes that the state legislation referred to as HB-1006 should be titled HB14-1006. Webermeier moved that the minutes be approved as amended. Lynette Lott seconded the motion. The motion passed unanimously.
4. Approval of Resolution 02-14 Designating Posting Place for Visit Estes Park Notices of Meetings
Webermeier moved that Resolution 02-14 Designating Posting Place for Visit Estes Park Notices of Meetings be approved. Lott seconded the motion. The motion passed unanimously.
5. Proposed Estes Valley Recreation & Park District Community Center.
Board members discussed inviting a representative from the recreation district to provide a presentation about the proposed Community Center. Webermeier agreed to call EVRPD Board President Kathy Asche to the March 4, 2014 work session. Visit Estes Park President & CEO Peggy Campbell will call Executive Director Skylar Rorabaugh to issue an invitation to speak.
6. Stakeholder Policy Related to Aggregating Websites
Wood moved that Estes Park destination websites which contain information and listings/web links of many different Estes Park businesses and features of the destination (such as lodging, restaurants, things to do and retail) do not qualify to participate in Visit Estes Park advertising and promotion services. Lamson seconded the motion. The motion passed unanimously.

B. Discussion Items

1. Town of Estes Park Trustee Liaison Report
Ron Norris thanked the board for its recent input on the Investment Initiative as it aided the Town in developing the final ballot language for the measure. He said the Town Board had officially placed three items on the April 1 election ballot: the proposal to develop the Anschutz Wellness Center; the citizen proposal to establish a conservation easement on Lot 4; and, the Reinvestment (sales tax) Initiative. Norris said the development application for the Anschutz Center that requires amending the town's architectural code for the development and changing the property's zoning from CO-Commercial to A-Accommodations has been heard by the Planning Commission and that the Town Board would consider the development application at its February 25, 2014 meeting.

2. CEO Report.

Campbell asked Suzy Blackhurst to discuss current efforts to complete a property audit in relationship to identifying remittance of lodging sales taxes. Blackhurst said the audit underway involves matching business licenses and unincorporated Larimer County properties with short-term lodging permits with sales taxes remitted during the past 12 months. The Department of Revenue will further investigate cases where it appears sales taxes have not been remitted.

Visit Estes Park recently learned that Housing and Urban Development (HUD) funds via the CDBG-DR and the CDEDIT may be made available to Estes Park. It appears that efforts to get the agency to recognize the importance of marketing by Director of Communications & Public Relations Brooke Burnham and Board Member Jon Nicholas were successful.

No new information about Visit Estes Park's grant request from the Economic Development Administration (EDA) has been received.


Campbell said changes in the 2014 budget that was established shortly after the flood at the end of 2013 would be changed, and will include \$207,000 more based on higher-than-anticipated sales tax receipts for the fourth quarter. The increase in income will be offset by an equal expense amount that is primarily being dedicated to advertising and PR. Treasurer Webermeier noted that the unanticipated income will appear in the ending fund balance for 2013. Campbell noted that the board should anticipate multiple budget changes during the year due to anticipation of the receipt of grants. Both Campbell and Webermeier said that a revised budget will need official approval in the future.

Campbell noted that Visit Estes Park has been working with Diane Munro and Estes Valley Partners for Commerce to help form a downtown business coalition. She reported that Visit Estes Park arranged for a meeting between Gary Wheat, CEO of Visit Aurora and Estes Park Medical Center, the Stanley Hotel and the Estes Park EDC. Wheat said revenue from the Anschutz Center in Aurora totaled three times more than revenue generated by Colorado's ski areas.

C. Adjourn.

Lindsay Lamson moved that the meeting be adjourned. Lynette Lott seconded the motion. Motion carried unanimously.

Suzy Blackhurst, Recording Secretary


Jon Nicholas, Vice Chair