



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Work Session Notes March 3, 2015

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

**Also Attending:** Ron Norris, Town of Estes Park Trustee  
Visit Estes Park President & CEO Elizabeth Fogarty  
Visit Estes Park Director of Operations Suzy Blackhurst

Lauren Hewson, General Public

Public Comment: None

Board Comments: None

### A. Discussion Items:

1. Town Trustee Liaison Report: Ron Norris

Approval for working to revise the sign code has been given, with the goal being to simplify and eliminate inconsistencies. Ideas about revisions should be directed to Community Development staffers Alison Chilcott or Wes Reichardt.

Information from Estes Valley Recreation and Park District Executive Director Skyler Rorabaugh about the proposed community recreation center that was presented to a recent Town Board study session was repeated during a community group meeting held March 2. After hearing both presentations, Norris said he is more positive about the center's development, particularly because a local resident who is an expert international fundraiser will be working with the recreation district on a pro bono basis to mentor a full time staff who will be hired to lead the fundraising campaign.

In addition to the original plan, the District has developed an expandable \$12 million center that can be built out to the full community center when funds are available.

Current timelines call for a 2016 groundbreaking and capital fundraising through 2018. Trustee Norris said the group's next critical milestone for fundraising is to hire the full time staff person. In addition a request for proposal will be issued so a design firm can be hired to work through the submittals for permitting, which needs to be complete by the end of this year.

The town also is considering options for a wildlife/bear ordinance. Lindsay Lamson suggested the town supply appropriate receptacles for trash. Karen Ericson asked that recycling be added to issues addressed. Norris noted that Community Development Planner Phil Kleisler is the point person on the wildlife ordinance work.

Norris said the most active topic being addressed by the town is the downtown loop. Three options for reconfiguring traffic are being discussed. The proposals will be discussed at a study session on March 18; a public meeting on the topic will be held March 25. All three concepts address bridges and flood resiliency.

Also being discussed is a water master plan to rebuild the town's water infrastructure that includes piping that is 80 years old, and interconnecting the Town's two plants to fully utilize the capacity of both plants.

Chairman Almond asked for an update on a parking structure. Norris said the Town is talking with funders about two phases of projects so that a structure can be built on the slightly smaller side and then help find funding for building the larger structure on south side of the Visitor Center.

2. Financial Report: Suzy Blackhurst

Board members reviewed financial reports for December and January as provided by CPA Kathy Asche. Blackhurst asked for board direction in how they wanted to see lodging tax reported. The board agreed that a more effective method would be to show tax receipts in the month when they are collected by businesses rather than the month the Department of Revenue reports the amount to the district. Blackhurst noted that restated collections would be provided to the board at its next meeting.

Lamson expressed concern that carryover funds, currently noted as "net other income" could be misconstrued. He suggested that future obligations might be shown on the P&L as a prepaid expense. Jon Nicholas suggested that the Visit Estes Park CPA could assist in determining how best to display such information. Chair Almond asked the Finance Committee to discuss the issues and bring a recommendation to the board for future action.

3. Quarterly Committee Reports

Executive Committee – Bill Almond reported that the executive committee meets with Elizabeth the 2<sup>nd</sup> Tuesday of the month. Issues discussed have included goal setting for the year, informal feedback, general staffing discussions and the role of the executive committee as a sounding board for Elizabeth.

Advocacy – Jon Nicholas talked about recirculating the grid outside the meeting and asked people to update their information.

Board Development – Lynnette Lott said in reviewing the strategy document she felt the committee should come to the board with thoughts on policies dealing with issues such as attendance and requirements for a board member, and provide recommendations for a board discussion of the ideas.

Bill recommended each committee have a regularly scheduled meeting.

4. Update of Advocacy Committee Grid

Board members were asked to update their information through Elizabeth.

5. Discussion: Potential Board Members

Each board member provided at least one name of a community member who might make a good Visit Estes Park Board member. Lamson recommended those who know the individuals check with them to discuss the opportunity. Nicholas suggested having a public meeting where a Q&A period could provide information to all potential candidates so it is not perceived that the board is singling out individuals. It was agreed that each who recommended someone would reach out to that individual within the week and report back to Bill Almond. Terms expiring in December 2015 are those positions held by Lynette Lott and Bill Almond. Bill and Jon were appointed by Larimer County. Trustee Norris asked the board to

give thought to the needs/skill set that will be needed. He recommended talking about the board's needs to Commissioner Tom Donnelly when he is in Estes Park.

6. Revenue Task Force Update

Jon told the board that an election for an increase in the tax would have to be held in November. He sent Elizabeth a calendar of elections set for 2015. Should the board choose to seek a tax increase in 2015, notice would have to be provided by July 24.

Scott Webermeier discussed additional financial models that explore funds anticipated during the next four years. He said that all the models show that if Visit Estes Park operates at the level used this year, new revenue would be needed to sustain the program over a period of time.

Board members discussed the need to clearly and specifically define how additional funds would be used and why additional money is needed. Also discussed was the need to find a method and person to lead efforts for promoting a positive vote as the district cannot hire a campaign manager. It was suggested that Jackie Williamson can provide more direction as to what is allowed during such a campaign. Elizabeth will meet with Jackie; Jon Nicholas volunteered to assist.



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Suzy Blackhurst, Recording Secretary



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Bill Almond, Chair