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The Destination
Marketing Organization
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Board of Directors Work Session Notes March 4, 2014

Board Members Attending: Bill Almond, Lindsay Lamson (by telephone), Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Ron Norris, Town of Estes Park Trustee
Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Director of Operation & Finance Suzy Blackhurst

David Batey, Elizabeth Fogerty, Cindy Liddell

A. Discussion Items:

1. Estes Valley Recreation & Park District Community Recreation Center.

Skylar Rorabaugh, Executive Director of the EVRPD, who was accompanied by EVRPD Board President Kathy Ashe, discussed concepts for the proposed Recreation Center. Some funding for the proposed center would be generated through a 1 percent sales tax community investment initiative that will appear on the April 1, 2014 Town of Estes Park election ballot.

2. Ron Norris, Town of Estes Park Sales Tax Initiative Update.

Norris told the board that a community group called "Stand for a Strong Tomorrow" has organized and is actively campaigning for passage of the initiative that will appear on the April 1 ballot.

3. Town of Estes Park Sales Tax Initiative Presentation

Town Trustee Ron Norris answered questions about the town's sales tax initiative that will appear on the April 1 ballot.

He reported that on March 11, 2014 the Town Board would hear a Housing Authority update, consider a fee schedule for the new Event Center and review the 2014 Organizational Plan among other topics. Norris also noted that there would be a Candidate Forum Thursday, March 6, sponsored by the Estes Park League of Women Voters. Of the total eight candidates for office, he said all but one candidate has expressed support for the investment initiative and all but two candidates have expressed support for the Anschutz Wellness Center proposed for Lot 4. He encouraged people to request absentee ballots. He also suggested that the Visit Estes Park board endorse the Community Investment ballot issue.

Chair Bill Almond said the board could consider some type of resolution at its next regular meeting, but recommended that any resolution be effective only if it receives a unanimous vote of board members.

4. CEO Search Update.

Almond reported that the committee has not been meeting regularly as current work is being conducted by consultant Rick Mack. On February 28, Mack reported that of the 15 applications received to date, many were generated through the DMAI advertisement, and that he found viable candidates in the early pool. Two weeks remain before the application deadline. The committee will be meeting on March 6.

5. Committee Chart of Work.

The board reviewed the 2013-2014 Chart of Work for Board Committees. Almond asked that each committee designate a lead member and that committees provide quarterly reports. He asked each committee to meet and at the April 1 work session report the deliverables it will provide to the entire board.

6. Board of Directors Strategic Plan review.

Discussion about the board's strategic plan was postponed.

7. 2014 Marketing Plan

President & CEO Peggy Campbell noted that work on developing a brochure about Estes Park tourism has begun. Campbell said she would email a draft to Adam Shake and Jon Nicholas who make up the the Advocacy Committee.

Brooke Burnham, Director of Communications & Public Relations joined the meeting to answer board members' questions about the marketing plan for 2014. Also attending the meeting via telephone conferencing were partners Natasha Lucero of Backbone Media and Ashleigh Frederickson of Cultivator Advertising and Design.

Details about reaching the target audience, managing misinformation or negative media coverage, digital campaigns, and international reach were among the topics addressed by board members. Also discussed was the relationship between potential grant awards and the plan. Burnham concluded with a presentation that reviewed 2014 advertising programs.

Board members were asked to provide any further feedback regarding the 2014-2015 Marketing Plan to Campbell by Wednesday, March 12.

8. Future Board Meeting Agenda Items.

Chair Almond noted that at the next meeting of the board, the following topics would be considered: Stakeholder Communications Plan; Action on the Marketing Plan; Resolution on the Town's Sales Tax Initiative; CEO Search Update and review of the Board of Directors' Strategic Plan.

9. Adjourn.

The meeting was adjourned.

Suzy Blackhurst, Recording Secretary



Bill Almond, Chair