



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Minutes March 18, 2014

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

**Also Attending:** Peggy Campbell, President & CEO  
Visit Estes Park Staff Suzy Blackhurst  
Visit Estes Park Staff Kirby Nelson  
  
Gail Ellis, Tony Bielat, Elizabeth Fogarty

**Public Comment.** None

Lia Wik, sales representative of Destination Travel Network, was introduced to the board. Lia is in Estes Park to meet with tourism partners about their placements on VisitEstesPark.com.

**Board Comments.** Jon Nicholas announced that Estes Park had been approved to file for official status as a Creative Arts District. Estes Park is one of 11 communities receiving the approval. Following an initial application review, the number of applicants will be reduced to seven.

### **A. Action Items:**

1. Approval of the Minutes from February 18, 2014 Regular Meeting  
Nicolas pointed out that the word "lobbying" on page 3 was not needed. Scott Webermeier moved that the minutes be approved as amended. Jon Nicholas seconded the motion. The motion passed unanimously.
2. Approval of the March 4, 2014 Work Session Notes  
Nicolas pointed out that page 2 of the minutes should reflect his being a member of the Advocacy Committee, not Lynette Lott. Nicholas moved that the minutes be approved as amended. Chris Wood seconded the motion. The motion passed unanimously.
3. Approval of the 2014 Marketing Plan  
Chris Wood moved that the 2014 Marketing Plan be approved. Scott Webermeier seconded the motion. The motion passed unanimously.

4. Approval of Resolution Supporting the Town of Estes Park Sales Tax Initiative  
Lynette Lott moved that Resolution 04-14 supporting the Town of Estes Park's 1% Sales Tax Initiative be approved. Adam Shake seconded the motion.

Lindsay Lamson questioned the need for a unanimous vote, as requested by Chair Bill Almond. Almond said he wanted to make certain the Board would not be sending a mixed message to the public and that as a public Destination Marketing Organization a unanimous vote would adhere to Best Practices. While originally concerned that the Town's request for a sales tax increase would "pre-empt" the DMO's ability to seek a lodging tax increase in the future, Almond said he supported the initiative because he said it would be a benefit to the community.

Chris Wood said he thought people in leadership positions should take a stand. He also expressed concern about the Estes Valley Recreation & Park District's potentially seeking a lodging tax as a means to help finance construction of a Community Center. Lamson and other board members agreed with Wood's concern.

The motion passed unanimously.

## **B. Discussion Items**

1. Rocky Mountain National Park Report – Kyle Patterson  
Patterson said that statistics show that visitation in 2013 was down 7.4% over that seen in 2012 even though at the end of August, visitation had increased by 7.3%. December visitation was up over 2013 by 22%; January visitation decreased; February visitation increased 11.7%

She noted that about 60 people attended the Park's Centennial meeting held recently. To prepare for the event, Park staff will be meeting monthly with Town PIO Kate Rusch and Community Services Director Bo Winslow; separate meetings will be held with Visit Estes Park staff Brooke Burnham and Kellen Toulouse. Park staff also are coordinating with the Colorado Tourism Office to promote the anniversary.

Patterson said flood recovery work in the National Park continues. Most trails will be open this coming summer, although signage will warn users of potential issues; some stock trails will be closed and the Alluvial Fan area will be closed to vehicles. Glacier Basin Campground will be open and reservations are indicative of a "typical" summer. Plowing Trail Ridge Road will begin the third week of April.

2. 2014 Stakeholder Services Communication Plan  
Kirby Hazelton, Stakeholder Relations & Communications Manager, walked through the Stakeholder Services Communications Plan.
3. 2014 Media Plan Review  
Brooke Burnham, Director of Communications & Public Relations, and Natasha Lucero, Media Buyer for Backbone Media (by conference call), discussed the Media Plan for 2014.

4. CEO Report

Peggy Campbell noted that the EDA grant still is in process. She said there have been no complaints about the recent lottery system for businesses seeking featured listings and that Lia Wik of DTN was meeting with stakeholders.

5. Future Board Meetings

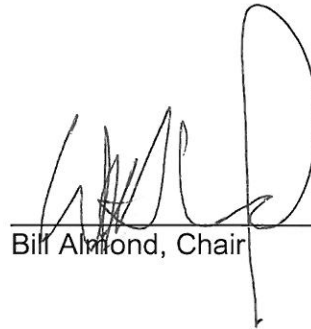
Lamson said he would be available for meeting by telephone and Wood noted he would be absent on April 1. Almond said the following items would appear on the agenda: Town of Estes Park's efforts on VRBO rentals, Events Funding, Search Committee update, Committee Reports and an update on the EDA grant application.

**C. REQUEST TO ENTER EXECUTIVE SESSION**

Scott Webermeier moved that the board move into executive session for the purpose of discussion of a personnel matter – and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; any personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f) – Personnel. Lindsay Lamson seconded the motion. The motion passed unanimously.



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Suzy Blackhurst, Recording Secretary



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Bill Almond, Chair