



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Tuesday, March 5, 2019, 6:00 p.m.
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Marie Cenac and Todd Jirsa

Board Members Absent: Pat Murphy

Also Attending: None

Eric Lund, President & CEO, Visit Estes Park
Kevin Benes, Chief Financial Officer, Visit Estes Park
Wendi Bryson, Office Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 6:00 pm.

PUBLIC COMMENT.

None

REPORTS.

Kyle Patterson the Rocky Mountain National Park was not able to make the meeting.

CHAIRPERSON'S MESSAGE.

Jurgens went over the main points on the agenda. Jirsa moved to approve the agenda, Cenac seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Lund corrected a misstatement from the previous meeting when he reported the total gross dollars to be generated in the group marketing program that is actually the total lodging sales dollars or room nights dollars expected to be generated. He went on to explain that in response to the question from the previous meeting of the inventory available for the group marketing program that an analysis had been started. He explained that the Group RFP process was being worked on in order to improve the process. He went on to touch on highlights from his written report. He mentioned that he would be meeting with Jurgens and Gibson each week to make sure that he was staying on track with what the board wanted him to focus on. Jirsa mentioned that the Town had moved to rotating through the board members for those kinds of meetings so that it was easier to keep everyone on the same page, and the other board members agreed that was a great idea.

CFO.

Benes gave a quick update that due to the tight turn around that there were not any new financial statements to review, but that at the next meeting he would present two months to the board.

PROGRAM REVIEW.

Bryson gave some background on the quarterly meeting and what those meetings have looked like in the past. Cenac asked Lund if he had met the County Commissioners yet, and he affirmed that he had. Jurgens asked if Bryson thought that a meeting could be scheduled for March or April. She explained that should would have to reach out to their office to find out, but she mentioned that they did not usually move that quickly. Jirsa mentioned that the bylaws and IGA were designed for a board that did not include elected officials, but that had obviously changed. He shared that he had a conversation with Commissioner Donnelly and Frank Lancaster about this, and he suggested that it may be time to change the language in the bylaws and IGA regarding the quarterly meetings. He was thinking that with two elected officials from the town and the prospect of one from

the county as well, that it was unnecessary to have a full meeting and that perhaps a quarterly report would be sufficient moving forward. Bryson volunteered to go through all the policies to see if there was anything mentioned in the board policies regarding the quarterly meetings and what that sort of change would entail. Cenac and Jirsa asked Bryson if she would try and get some dates from the Commissioner's office in regards to when they would be available.

POLICY DEVELOPMENT.

1. Jurgens went over the currently defined organizational committees. Gibson was not sure if anyone had been involved with the nominating committee, and Benes shared it was the same with the metrics committee. He went on to explain that most of what a metrics committee would do was already being done by the governance committee. Jurgens wondered if the metrics committee could be eliminated then, and Benes explained that the only ones that were required were the finance and governance committees. Cenac suggested that since Jirsa and she were on the nominating committee for Visit Estes Park for the Town Board that they could serve the same purpose for the Visit Estes Park board as well. Jurgens agreed that was a great idea. Jirsa agreed that he would be fine with that, and further suggested combining the governance, finance, and metrics committee for the time being by having the same people serving on all three with the understanding that if the work load becomes too much that may be changed. Jurgens talked about the original thoughts behind the marketing committee, and how it would involve Shannon the marketing director, a board member and stakeholders with a marketing background. Gibson shared that she had volunteered to serve temporarily while the group is established. Benes explained that if down the road the board appointed a non-board member to head that committee it was allowed. Jirsa asked if this followed the recommendations made by Sandy Hall, Gibson agreed. She further shared that a few stakeholders had already agreed that they would be interested in being involved. Jurgens moved Cenac and Jirsa be named to the nominating committee, that Gibson and Jurgens be named to the governance and finance committees, that strategic marketing committee be named to the strategic marketing and metrics committee, that Gibson be named the temporary chair of that committee and that the standalone metrics committee be removed, Cenac seconded. With no further comment, the motion passed unanimously. Cenac then moved to name both Gibson and Murphy to the strategic marketing and metrics committee, Jirsa seconded. With no further comment, the motion passed unanimously.
2. Bryson reviewed the changes presented at the previous meeting. Jirsa moved to approve the bylaws as presented, Cenac seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

Bryson mentioned that she had accidentally misspelled a name and asked the board to approve with edits. Jirsa moved to approve with the name correction, Gibson seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

None

ADJOURN.

Jurgens adjourned the meeting at approximately 6:30 pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 4/2/19

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