



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

# Board of Directors Regular Meeting Minutes

Wednesday, February 28, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

**Board Members Attending:** Sean Jurgens, Lowell Richardson, Kevin Benes and Pat Murphy

**Board Members Absent:** Anne Morris, Stefano Tomasello and Deborah Gibson

**Also Attending:** Kirby Hazelton, Trustee Bob Holcomb, John Meisner and Zach Clemens

Suzy Blackhurst, Interim CEO, Visit Estes Park  
Wendi Bryson, Operations Manager, Visit Estes Park  
Josh Harms, Content Coordinator, Visit Estes Park  
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney  
Mark Holdt, Mountain Sage Consulting  
Rick DelaCastro, Recruiter, Employers Council

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

**Public Comments – N/A**

## A. Action Items

1. Swearing in of Kevin Benes  
Benes was duly sworn in as a Director of the Estes Park Local Marketing District.
2. Approval of Agenda  
Richardson moved to approve the agenda, Murphy seconded. There were no comments, , The motion passed unanimously.
3. Approval of 2/14/2018 Regular Meeting Minutes  
Richardson moved to approve the minutes from February 14, 2018 regular meeting; Murphy seconded. The motion passed unanimously.
4. Election of Treasurer  
Jurgens moved to table the election of the treasurer until the full Board could be present; Richardson seconded the motion. The motion passed unanimously.
5. Appointment: VEP Liaison to the EDC  
Jurgens moved to table the appointment to the EDC until the full Board could be present; Richardson seconded. The motion passed unanimously.
6. Appointment: Board Working Committees  
Jurgens reviewed the standing committees, and said Gibson had expressed interest in being on the Governance committee. He proposed that the Finance committee would include the Treasurer, once selected and asked Richardson to serve on the committee. Jurgens reported that Morris expressed interest in the metrics committee and that he felt the strategic marketing

committee should be put on hold for the time being.

Jurgens moved for the board member to be named Treasurer and Lowell Richardson to be on the finance committee, Benes seconded. The motion passed unanimously.

The board deferred establishing the other committees until the full board could be present.

**7. Approval: CEO Recruiter**

Jurgens provided details about proposal received from Employers Council for the CEO recruiter.

Jurgens moved to approve the service contract with Employers Council to hire Rick DelaCastro for recruiting purposes at the cost of \$140 per hour plus mileage and expenses, Richardson seconded.

DelaCastro, who attended the meeting, outlined his qualifications as a recruiter.

With no further comments, the motion passed unanimously.

## **B. DISCUSSION ITEMS AND REPORTS**

**1. Strategic Planning & Policy Governance Mountain Sage Consulting – Mark Holdt**

Holdt presented the final draft of the Board Process Policy briefly, and suggested that the policy was ready to be adopted by the board. He reviewed the main points of the Executive Limitation Policy with a focus on the things the board needed to specifically define, including limiting the CEO's spending authority without requiring prior board approval. Blackhurst said the State had supplied a procurement policy for board approval prior to receiving further grant money from that agency. Blackhurst confirmed that insurance alternatives with CIRSA would be explored and clarification about insurance status would be provided to the board. Blackhurst suggested staff could create a white paper explaining insurance policies for the board's reference. Chmil explained that insurance usually provides outside counsel so his firm would assume an advisory role in those circumstances. However, most claims would need to be reviewed on a case-by-case basis due to insurance carriers' requirements regardless of the policy according to Chmil. Holdt stressed that the board could adjust any policy language at any time as necessary.

**2. Letter of Concern from Michelle Hiland**

While thanking Ms. Hiland for sharing her concerns with the board via email, Jurgens explained that the board has a current strategic plan, and that it will be reviewed again in the future. He also noted that the board is creating an executive limitation policy and noted the operating plan revision would be discussed at the next meeting of the board. Jurgens noted that CEO performance is included in the executive limitation policy and would also be something the metrics committee would be working on. Progress toward contracting for a visitor survey also is underway. Jurgens finished by explaining that the board had begun repairing relationships with the Town, County and local paper through meetings and discussions. Richardson thanked Ms. Hiland for sharing her concerns with the board, and explained that there was a lot of thought that needed to go into the changes being made to the organization.

Meisner said he was appreciative that the board is moving toward stricter executive limitations, and asked if there was a per diem or lodging allowance policy. Jurgens asked Blackhurst if there was a spending policy on dinners. Richardson asked Blackhurst to develop recommendations related to travel and entertainment.

**3. Audit Status**

Jurgens reviewed the decision made at the previous meeting, and asked Blackhurst for an update. Blackhurst noted a meeting with the accounting firm would occur on March 1.

4. Finance & KPI Reports

Blackhurst presented final budget figures for 2017. Richardson noted his concern about under- and over-expenditures by line item and asked for greater accountability. Blackhurst offered to provide the board with a quarterly report explaining over-budget expenditures.

5. CEO Update

Blackhurst publicly thanked staff for their continued work supporting stakeholders and community. She announced that Kirby Hazelton will represent Estes Park at IPW Denver in the CTO booth. Ms. Hazelton also is coordinating activities associated with an IPW familiarization trip of 23 international tour operators and travel writers. To close some gaps due to staff changes, she has advertised for a PR Coordinator.

6. Gottcha Promotion – Josh Harms, VEP Communications Coordinator

Blackhurst introduced Mr. Harms and shared a brief explanation of his responsibilities within Visit Estes Park. Harms gave a brief presentation about a recent winter marketing campaign that included branded electric cars offering free rides to the public and some of the statistics generated from that campaign.

**Board Comments**

Jurgens thanked Mr. Meisner for his public comment and voicing his concerns to the board.

**ADJOURN** – The meeting was adjourned by Chair Sean Jurgens at approximately 2:30pm.



Wendi Bryson, Recording Secretary

DATE: 3/15/18



Sean Jurgens, Chair

DATE: 3/14/18