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Marketing Organization  
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# Board of Directors Regular Meeting Minutes

Wednesday, March 14, 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, Zach Clemens, and Kyle Patterson

Suzy Blackhurst, Interim CEO, Visit Estes Park  
Michael Bodman, Finance & Data Analytics Manager, Visit Estes Park  
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney

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

## AGENDA APPROVAL.

Richardson moved to approve the agenda, Benes seconded. With no further comments received, the motion passed unanimously.

## PUBLIC COMMENTS.

None

## MINUTES.

Approval of minutes of the February 28, 2018 meeting  
Murphy moved to approve the February 28, 2018 meeting minutes, Benes seconded. With no further comments received, the motion passed unanimously.

## PRESIDENT & CEO.

### 1. Revised 2018 Operating Plan

Blackhurst presented a proposed revised 2018 Operating Plan, and then asked the board for any questions. Jurgens asked if the revised plan had been shared with the Town Board and County Commissioners yet. Blackhurst shared that she had shared the plan with Frank Lancaster, who suggested the VEP board approve the revision before approaching the Town Board or County Commissioners. Richardson asked Blackhurst if the organization was working with the land trust as an element of product development, perhaps as a trail development element. Blackhurst said that had not been addressed, but agreed it was a concept worth pursuing. Richardson asked about accuracy of the metrics to be collected in the proposed research, who is collecting them, and how those will be presented. Blackhurst noted that the research projects will be conducted by third-party organizations. VEP staff will meet with the companies to provide direction on data points needed, but that those selected to conduct the research will providing VEP with results. Blackhurst explained challenges in trying to "count people" and how VEP is looking to address providing the most accurate data possible. Richardson expressed concern regarding how VEP is going to be able to separate out its marketing efforts and direct impact from other local marketing initiatives done by RMNP, the Town and others. Blackhurst agreed that was an important element in

determining what metrics are reported and how. She added that was why VEP was going to third party organizations for help.

## 2. Procurement Policy Pursuant to Grants

Jurgens explained that the staff was still working on establishing a procurement policy, but in the meantime OEDIT was requiring us to adopt their procurement policy in relation to their grant.

Richardson moved to approve the procurement policy for grants, Murphy seconded. Jurgens asked to clarify that this was only for OEDIT grants. Blackhurst agreed and explained that it was going to be affect retroactively as well. She clarified that this was sent in a packet of requirements in relation with the 2014 grant, but that to submit anything for reimbursement that we have to have this. Blackhurst explained that a separate organizational procurement policy was being drafted by staff to address issues related to the policy for grants. With no further comments received, the motion passed unanimously.

## 3. Bylaws

Jurgens explained the reason for the revision to the Bylaws. Benes moved to approve the revised bylaws, Murphy seconded. With no further comments received, the motion passed unanimously.

## 4. CEO Update

Blackhurst shared with the Board that during one of the Trustee candidate forums, that one of the candidates stated that VEP spends over \$1 a million dollars with one vendor but doesn't know what it goes towards. She explained to the board members that was not the case. VEP does spend a little more than a million dollars with Backbone Media for digital, traditional and social media advertising placements that is congregated into one billing. One vendor is not receiving the cumulative payment. Jurgens clarified that Backbone bills us for an ad, we pay Backbone and they in turn pay for the placement with a small commission going to them. Blackhurst confirmed that was correct.

## REPORTS.

### 1. Town Board Liaison Update – Trustee Bob Holcomb

Trustee Holcomb gave an update to the board on highlights from the Town Board meeting with a focus on the performing arts center proposed to be constructed on fairgrounds property located at Hwy. 36 and Community Drive. Richardson asked which side of Community. Holcomb shared that it would potentially be on the west side where the fairgrounds storage was located.

### 2. RMNP Update – Kyle Patterson, Public Information Officer, Rocky Mountain National Park

Patterson asked which email addresses the board would like the RMNP news releases and visitation stats sent to, and the board all asked that they be sent to their VEP email. On the west side of the park, the Crater Trail near Milner Pass is now closed permanently, and the East Shore Trail has a two-mile section that allows bike use that has caused a misconception that all RMNP trails allow bike use when they do not. Patterson gave an update on the national travel writer that she had mentioned in January, and hopes to be able to share that video soon. The visitation stats from that park is not an exact science, stated Patterson. January visitation increased about 16.5% and their February visitation decreased 14.8%. Patterson clarified that January and February were the least visited months of the year and that for February it is roughly a 14,000-visitor difference. She pointed out that in the winter months weather is a big factor in the visitation to the park. The park is still waiting for an update on the proposed fee increase.

POLICY GOVERNANCE.

1. Approval of Board Process Policy

Jurgens moved to approve the board process policy as presented on February 28, 2018, Murphy seconded. With no further comments received, the motion passed unanimously.

BOARD COMMITTEE APPOINTMENTS.

1. Election: Treasurer

Jurgens moved to elect Kevin Benes as the board treasurer with his term ending December 31, 2018 or until a new treasurer is elected in January 2019, Richardson seconded. With no further comments received, the motion passed unanimously.

2. Appointment: VEP Liaison to the EDC

Jurgens asked for volunteers to act as the VEP liaison to the EDC. Richardson asked if this could wait until more of the board could be present. Jurgens agreed to table until the next meeting.

3. Appointment: Board Working Committees

Jurgens moved to name Lowell Richardson and Kevin Benes to the finance committee, Murphy seconded. With no further comments received, the motion passed unanimously.

Jurgens said Gibson had asked to be on the governance committee, and that he would like to be on that one as well. Jurgens asked if there was anyone else who would like to be on that committee. Hearing no other suggestions, Jurgens moved to name Deborah Gibson and Sean Jurgens to the governance committee, Murphy seconded. With no further comments received, the motion passed unanimously.

Jurgens asked to table the selection of a nominating committee until more of the board is present, and the other members agreed.

BOARD COMMENTS.

Jurgens shared that the Employers Council recruiter had received over 125 applications for the CEO position and that the application period was open until March 23<sup>rd</sup> at 5:00 p.m.

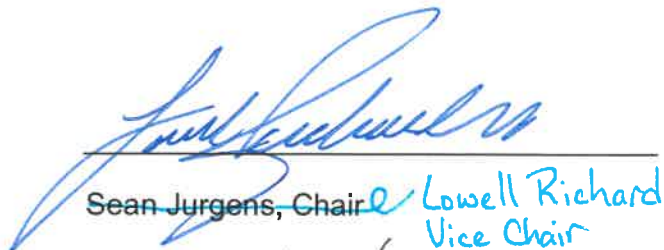
ADJOURN.

The meeting was adjourned by Chair Sean Jurgens at approximately 2:00 p.m.



Wendi Brysen, Recording Secretary

DATE: 3/28/18



Sean Jurgens, Chair *Lowell Richardson,  
Vice Chair*

DATE: 3/28/18