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# Board of Directors Regular Meeting Minutes

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

Board Members Attending: Lowell Richardson, Kevin Benes, Pat Murphy and Stefano Tomasello

Board Members Absent: Anne Morris, Sean Jurgens and Deborah Gibson

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

Suzy Blackhurst, Interim CEO, Visit Estes Park  
Wendi Bryson, Operations Manager, Visit Estes Park  
Mark Holdt, Mountain Sage Consultant, Board Policy Based Governance

The meeting was called to order by Vice Chair Lowell Richardson at approximately 1:00 pm.

## PUBLIC COMMENT.

None

## AGENDA APPROVAL.

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

## CONSENT AGENDA.

1. Approval of minutes from the March 14, 2018 meeting  
Murphy moved to approve the March 14, 2018 meeting minutes, Benes seconded. With no further comments received, the motion passed unanimously.

## PRESIDENT & CEO.

1. Approve Resolution 02-18 Naming Bank Signatories  
Blackhurst explained why the resolution needed to be approved. Murphy moved to approve Resolution 02-18, Benes seconded. Blackhurst read the resolution aloud, and with no further comments received, the motion passed unanimously.
2. Finance Report and Financial Statements  
Blackhurst read the details on the lodging tax collection for January and the fall season. She briefly reviewed a new report provided to the board listing checks paid out in the month of February. Richardson asked what Arrivalist was since it was the largest expense paid. Blackhurst clarified that Arrivalist is one of the data analytics companies used to track how many and when guests arrive in Estes Park after visiting VEP's website or viewing digital marketing. She then covered some of the line items of interest on the P&L report. Richardson asked about the technology line item 7200. Bryson explained that the first payment for the IT company's contract had been paid.

3. KPI Report

Blackhurst covered sections of the KPI report directly related to VEP's efforts, and which sections provide a general community barometer.

4. CEO Update

Blackhurst invited Richardson to speak regarding the CEO search. He spoke about a meeting with the recruiter earlier in the week to review candidate credentials and that the field had been narrowed to six who would be doing Skype interviews next week. Blackhurst gave an update on the open PR Coordinator position, and said she hoped it will be filled by mid-April. She spoke regarding the expanded audit for 2016 and the recommendation from Anton Collins to go back to Clifton Larson to request that they do an expanded audit of the 2016 financials. Clifton Larson asked for specific objectives and deliverables, so she requested a meeting with the finance committee to determine a response to the request. Benes suggested next week, and Richardson asked if staff could send them availability information to schedule the meeting. Blackhurst gave an update on the Travel and Adventure show that staff attended over the weekend. She also invited interested Board Members to the Destinations International Annual Convention in July.

POLICY GOVERNANCE.

1. Policy Based Governance – Executive Limitations & \*Ends Policy

Mark Holdt briefly reviewed the Executive Limitation Policy in relationship to changes requested in a previous meeting. He then went over the proposed Ends Policy and the purpose of the policy. He went over some of the sections and their function in defining the organization. Richardson verified that there would be an opportunity to review the policy again before approval. Holdt agreed that yes, they could, but that ideally it would be approved at the next meeting to stay on schedule.

2. \*Approval Executive Limitations Policy

Benes moved to approve the Executive Limitations Policy as presented, Murphy seconded. With no further comments received, the motion passed unanimously.

BOARD COMMENTS.

Richardson asked if any of the board members had conflicts with upcoming meetings. Benes shared he could not be at the May 3<sup>rd</sup> meeting, and Richardson shared that he would not be available for the April 25<sup>th</sup> meeting.

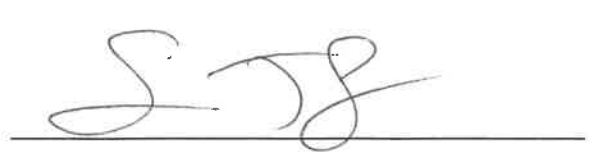
ADJOURN.

Benes moved to adjourn, Murphy seconded. With no further comments received, the motion passed unanimously at approximately 1:40pm.



Wendi Bryson, Recording Secretary

DATE: 4/11/18



Sean Jurgens, Chair

DATE: 4/11/18