



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Work Session Notes April 1, 2014

Board Members Attending: Bill Almond, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier

Also Attending: Ron Norris, Town of Estes Park Trustee
Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Director of Operation & Finance Suzy Blackhurst

ARD directors Fred Mares and Sherri White, Kathy Kochevar

A. Discussion Items:

1. Town activity related to VRBOs: Tax and Permit Issues.

Town Trustee Ron Norris introduced Phil Kleisler, Town Planner and former Code Compliance Officer Wesley Reichardt whose first day in the position was March 31 to discuss efforts the town has undertaken to identify VRBO operations that are not in compliance with Town and County Zoning Codes. Prior to the September flood occurring in Estes Park, Kleisler said more conversations had been occurring and former Deputy Town Administrator Lowell Richardson had been working with the Association for Responsible Development (ARD) in identifying properties that were not adhering to town and county zoning codes. He said the Compliance Office is contacting those who advertise they can accommodate more than 8 guests at a time, which is the occupation limit by state law and for vacation homes not on an A-Accommodations zoned property. Of the 47 properties advertising that standard, 55% were not licensed to conduct business. He said his office works closely with the Town Clerk's office where licensing occurs. Kleisler said his office currently only sends 8 compliance letters at a time because of the time devoted to follow-up conversations. Norris said the goal of the program is to educate property owners. Kleisler said regulations regarding licensing and code adherence (noise, number of cars and where they are parked, etc.) do not differ between incorporated and unincorporated areas in the Estes Valley because the area operates under joint Town and County agreement.

2. Events Funding.

The board began a discussion about funding events. President & CEO Campbell opened the discussion by stating that state statute allows Marketing Districts the authority to fund events. However, she said there are questions that should be answered: does Visit Estes Park want to fund events, who would be the target audience, is there a time a year when events funding would be more appropriate, etc. The Board discussed cooperative efforts that are underway, such as a Community Events Consortium where joint funding of an events coordinator has been discussed, along with the concept of a Downtown Business Association and the effort to develop a Creative Arts District and the need to continue discussions. It was decided to again discuss the issue during the Board's August 5 Work Session.

3. CEO Search Update.

It was noted that the CEO Search Committee has determined that candidates will be asked to speak to their vision for Visit Estes Park. It also has been determined that there will be public and private interview sessions. Chair Almond noted that the board has spent \$5,181.25 on the search; it was estimated that \$14,000 would be needed to complete the process.

Procedures to be followed during the interviews were discussed, including time between interviews, how to determine final action, etc. Almond will discuss the comments with consultant Rick Mack prior to the next board meeting.

4. Committee Reports.

Nicholas heads the **Advocacy Committee**. After extended conversation, it was determined that, because there is significant overlap in the work of the Tourism Recovery Committee (Almond & Shake) and the Advocacy Committee (Nicholas & Shake), that the Tourism Recovery Committee would be eliminated. Nicholas said the goals of the Advocacy Committee include increasing the effectiveness of the board in order to improve information flows and strengthen advocacy with state and local organizations and agencies. He also said there needs to be substantive objectives for the committee. Goal for this year is passage of HB14-1006.

Executive Committee: Almond, Nicholas and Webermeier. Campbell said the committee should consider having lunch once a month with the CEO & President as well as review books by Bill Geist and DMAI on DMO leadership for future activity.

Finance: Webermeier and Lindsay Lamson. Webermeier said financial overviews should be provided to the board on a regular basis. He said developing addition revenue streams could be difficult. He also said board members needed staff support in their work. It was decided that Finance Issues would be discussed during the May 20 meeting.

Almond asked that committee reports be provided during a board meeting every three months.

5. Update about HB14-1006.

Jon Nicholas said the revenue bill still was before the Appropriations Committee. If the bill passes, and receives the governor's signature, collection of monthly sales tax revenues should begin in July. He said there has been some thought about having Gov.

Hickenlooper come to Estes Park for the signing, but the extensive coordination needed for that to happen may not be possible

6. CEO Update.

Campbell said the EDA Grant request has been turned down, however Visit Estes Park has been encouraged to apply for a Technical Assistance grant for between \$100,000 and \$150,000. Campbell indicated that staff will modify the grant and resubmit the application.

The annual stakeholder meeting is being renamed to Visit Estes Park 2014 Tourism Summit. Tentatively scheduled for May 15 the meeting will focus on "Together in Tourism" and collaboration, and include breakout information session to allow more in depth discussions about topics such as PR and social media.

Talking Points – Campbell said Visit Estes Park staff reports:

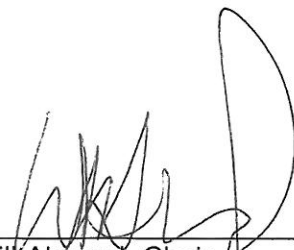
- The website has now experienced its second month of position growth since the September flood
- A shopping icon has been added to the mobile site
- A weather icon has been added to VisitEstesPark.com
- The Weather Channel has posted a staff-initiated story about flood recovery
- Several Travel Writer Fam Trips have been planned for the coming months
- The lottery for Featured Listings was held
- The Partners pages have been updated

7. Town Liaison Report

Town Board Liaison Ron Norris thanked the board for its support of the sales tax initiative that is on the ballot. Results from the election are expected to be posted at about 9 pm. He noted upcoming town meetings where discussion topics include brewery regulations, flood recovery, the comprehensive plan and assembly spaces for weddings



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair