



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting April 7, 2015

Board Members Attending: Bill Almond, Karen Ericson, Lindsay Lamson (by telephone), Jon Nicholas, Adam Shake, Scott Webermeier

Also Attending: Ron Norris, Town of Estes Park Trustee
Visit Estes Park President & CEO Elizabeth Fogarty
Visit Estes Park Director of Operations Suzy Blackhurst

Kirby Hazelton, Rocky Mountain Resorts

Public Comment: None

Board Comments: Chair Almond requested that Agenda Item #6, Website Pricing, be removed from the agenda. Lindsay Lamson requested that the topic be placed on the next agenda. Almond asked to meet with Lindsay upon his return to Estes Park.

A. Discussion Items:

1. Town Trustee Liaison Report: Ron Norris

Trustee Norris said the Town Board's study session on April 14 would include background information on Downtown Development Authority organizations, the town's community reinvestment fund and 5-year planning for use of the fund. The board will adjourn at 6:15 p.m. to enter an executive session to discuss Town Manager Frank Lancaster's review. The regular town board meeting will begin at 7 pm. One item on the agenda is a policy governance request for funding for community center fundraising efforts. A special Town Board meeting to consider continuation of the NEPA study for the one-way loop will be held on Wednesday, April 15 in the Event Center.

Norris also said Lancaster will be speaking about the downtown loop project at a meeting of the Association of Responsible Development on Friday, April 10. The town also is considering options for a wildlife/bear ordinance. Lindsay Lamson suggested the town supply appropriate receptacles for trash. Karen Ericson asked that recycling be added to issues addressed in a wildlife/bear ordinance. Norris noted that Community Development Planner Phil Kleisler is heading the wildlife ordinance work.

2. Financial Report: Suzy Blackhurst

Suzy Blackhurst presented financial documents and a written report reviewing financial activity during the past month.

3. Board Applicant Position Profile

Chair Almond discussed a draft of a profile that had been discussed by the executive committee, and asked board members to provide feedback, changes or additions. Adam Shake asked for clarification about the phrase suggesting being involved in an association would be a prerequisite. Almond noted that being active in organizations is important, but not a prerequisite. CEO Elizabeth Fogarty suggested adding verbiage that notes an individual's capacity to act in the best interests of Visit Estes Park and not individual interest. She noted that the phrase (Act in the best interest of the DMO as a whole and not on the basis of individual interest) is included in the Visit Estes Park bylaws, but should be added to the third bullet. Karen Ericson asked about including language indicating preferred qualifications for 2015/2016 applicants include an emphasis in the lodging business. It was explained that unless an applicant from the lodging industry is appointed during the next appointment cycle that there will be only one individual from the lodging industry on the board. Karen also suggested deleting a reference to bookkeeping skills. Jon Nicholas requested making the second bullet first on the list. A final draft of the document that incorporates board comments will be developed and provided to the selection committee who will be working to fill the seat of Lynette Lott who has moved from the district.

4. Board Governance Policy #19

Bill explained that the Governance policy #19 was developed for staff guidance when requests came in. Given the recent request from The Barrel, Bill thought it appropriate to review the policy during a full board discussion. During a lengthy discussion, board members determined that the current policy provided project-by-project evaluation of requests for support that are submitted. In addition, Elizabeth said simple requests like grant requests by Town or Recreation District could be considered by the advocacy committee who could ask to have it moved to an agenda, if the committee desired further action. The topic was assigned to the advocacy committee for further discussion.

5. Destination Product Development: Next Steps

Bill Almond thanked Elizabeth for coordinating the retreat. Elizabeth recapped activity, saying retreat consultant Mitch Nichols provided three possible next steps: 1) form a commission of representatives from Visit Estes Park, the Town of Estes Park, the Economic Development Corporation and key community leaders. 2) House product development efforts completely under Visit Estes Park, which is an action taken by some Destination Marketing Organizations, or 3) Have activity occur under the EDC. Elizabeth has begun reaching out to gather opinions on further action. One trustee suggested the topic be added to a town board work session. , another trustee said a meeting should be held to discuss what the organization's structure would look like. Elizabeth said no one has been uncomfortable with VEP continuing the process and discussion. Scott Webermeier asked if a one-page review document had been received from Mitch. Elizabeth responded that we should be receiving it soon. Lindsay Lamson and Adam Shake said activity could occur under the direction of an existing organization. Webermeier and Almond favored formation of a separate commission as recommended by Mitch Nichols. Trustee Norris suggested holding a work session with interested parties.. The board concurred, and Elizabeth will go forward with organizing next steps.

6. Town Events Department Event Websites

Elizabeth updated the board about the town's events department (discussed in a recent Visitor Serves & VEP meeting) taking steps to purchase event domain names and establish individual websites for specific events and selling sponsorships to be on those websites, --action that did not include consultation with Visit Estes Park when the current IGA with the town calls for discussion before the Town creates or sells marketing products to stakeholders. Several board members suggested that a meeting with Town Administrator Frank Lancaster be held to discuss the situation. It was decided that Elizabeth would follow up with Frank to relay that Visit Estes Park would like more information about the situation and is concerned about the direction being taken by utilizing town funds to duplicate an effort that VEP currently implements and manages using the lodging tax.

7. Request to Enter Executive Session

The board adjourned to entered executive session for the purpose of discussion of a personnel matter –

and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; any personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f) – Personnel.

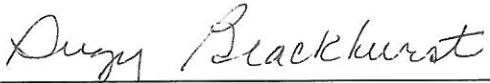
The Visit Estes Park Board returned to Public Session

8. Personnel Action

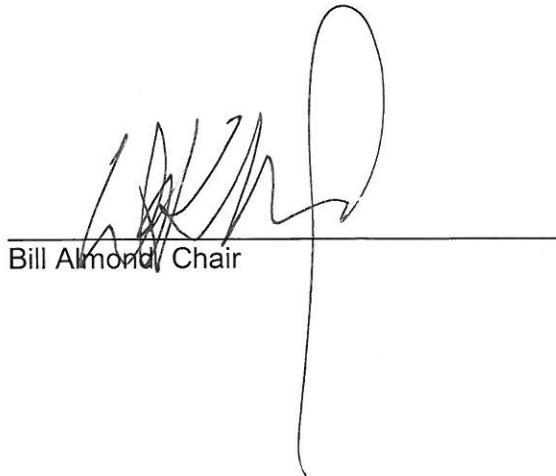
Scott Webermeier moved that CEO Elizabeth Fogarty be granted a 2% increase in salary over the current 2015 salary being paid, resulting in an annual salary of \$110,250, retroactive to January 1, 2015. Adam Shake seconded the motion. The motion passed unanimously.

9. FLAP Grant Statement

Scott Webermeier moved the board approve the following FLAP statement written by Elizabeth Fogarty be presented at the April 15 Special Meeting of the Estes Park Town Board: "We understand this evening's decision to be one of continuing the FLAP process and NEPA assessment. Based on that, we support continuing that effort. With respect to safety, traffic and economic implications, we encourage the Town Board to vet this entire process and not stop short of the analysis. Based on the 2011 Visitor Study, guests have sited traffic as a significant challenge and detractor in their overall experience. We look forward to the final NEPA process and the data that will be provided. Visit Estes Park and the Destination Product Development ECD committee that I chair will continue to analyze said data and will gladly continue the public process with the sharing of the analysis." Lindsay Lamson seconded the motion. The motion passed unanimously.



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair