



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Tuesday, April 2, 2019, 6:00 p.m.
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Marie Cenac, Pat Murphy and Todd Jirsa

Board Members Absent: None

Also Attending: None

John Chmil, Visit Estes Park Attorney, Lyons Gaddis
Eric Lund, President & CEO, Visit Estes Park
Kevin Benes, Chief Financial Officer, Visit Estes Park
Wendi Bryson, Office Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 6:00 pm.

PUBLIC COMMENT.

None

REPORTS.

Kyle Patterson the PIO with Rocky Mountain National Park was not able to make the meeting.

CHAIRPERSON'S MESSAGE.

Jurgens went over the main points on the agenda. Jirsa moved to approve the agenda, Cenac seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Lund gave a brief overview of his written report. He spoke about the initial meeting with staff regarding the strategic plan and the expected next steps. He gave an update on the initial trade show attendance and some of the results from those shows. He shared that the survey data for fall had just been received from RRC and there would be a presentation on the data results at the May meeting. He went on to share that he has been added to the EDC board and had put in an application for the Transportation board with the Town at their request. Finally, he gave brief insights into marketing and PR efforts for the last month. Murphy asked if Lund had any information on the light show. Lund shared that there had been a light show in Lyons for years and the Town is looking at taking over the light show since Lyons was not going to do it anymore and having it downtown in Bond Park. He shared that VEP is being asked to help sponsor the event and provide marketing support, but he should have more details shortly. Murphy wondered if there was a way to include the lodging properties along the highways in to town with some kind of incentive to put up displays going into town for the light show. Lund agreed that was a great idea and had worked well in other communities he had been involved in. Bryson suggested it could possible be worked in with the Business Bright Spot. Murphy thought it could be cool if all the properties could work together with a theme, and it could be a great opportunity to get the Denver news and attract business during the slower season. Jurgens asked about the response from the three trade shows Lund had attended. Lund shared that we are still in the building stages, but that a group of 200 had already booked through one of the shows which is roughly 600 room nights. He also shared that he had started working with EPWA to pool our efforts and increase our reach for wedding shows, as well as, the Event Center staff and other businesses. He went on to share that we are working on putting together packets for stakeholders so that they can participate in different ways to suit their needs and availability and are not left out.

CFO.

Benes gave an overview of the January and February financial statements and his report. Benes explained that February's tax figures were up significantly from the previous year, and the same percentage of lodging facilities had paid this year as opposed to last year. He went on to share that he had called a few stakeholders to try and see why the increase was so large, and everyone that he had spoken to stated that room nights were up over the previous year. Jirsa shared that what they were seeing at the town was almost the exact same down to the percentage, but he wondered why it was up so much as well. Benes explained he would love to say that it was a direct result of VEP efforts, but until he gets the data from Arrivalist he can't say with 100% accuracy why the increase happened. Visit Estes Park did spend more on winter marketing than the previous year, and there is likely a correlation between that and the increase, but without the data how much impact the increased spend on winter marketing truly affected the outcome would be speculation. Gibson shared some of the trends that they are seeing in bookings at her property and that they are looking to be up significantly for the year. Jirsa was wondering if there was a way to find out the percentage of in state bookings versus out of state bookings and total room nights for each. Gibson shared that she didn't have exact figures but for her property it leaned heavily towards in state bookings. Benes shared that he could get that through Arrivalist to some extent, and at the next meeting he should be able to answer those questions directly. Lund was able to share that 1 in 3 people get their information through the Visit Estes Park website, social media or visitor guide.

CONSENT AGENDA.

Gibson moved to approve the minutes from March 5, 2019, Jirsa seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Jirsa shared an update on the interviews for the open board seats, and that they were struggling to get a time when the County Commissioners could participate. He then asked Chmil if he had a public update on the grant that was returned to the state last year. Chmil explained that after his review of communications with the state was not actively trying to take the grant back when it was returned. Bryson shared that she was having the same issues with trying to get the quarterly meeting scheduled with the County Commissioners as the Town was having with the interviews due to their extremely full schedules and wondered if it would be possible to piggy back the quarterly meeting with the interviews. Jirsa agreed that should be possible.

ADJOURN.

Jurgens adjourned the meeting at approximately 6:30 pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 5/8/19

DATE: 5/7/2019