



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Wednesday, April 11, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Kevin Benes, Pat Murphy and Deborah Gibson

Board Members Absent: Lowell Richardson, Stefano Tomasello

Also Attending: Kirby Hazelton, Trustee Bob Holcomb, Rocky Mountain National Park Public Information Officer Kyle Patterson and Trail Gazette Reporter 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 Chair Sean Jurgens at approximately 1:00 pm.

### PUBLIC COMMENT.

None

### AGENDA APPROVAL.

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

### CONSENT AGENDA.

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

### REPORTS.

1. Town Board Liaison – Trustee Bob Holcomb  
Holcomb reported that at the April 10 meeting the Town Board dealt with issues effecting affordable housing during public session and met in executive session to discuss Town Administrator Frank Lancaster's annual performance review.
2. Rocky Mountain National Park – PIO Kyle Patterson  
Patterson said the Park still is waiting for a final determination concerning entry fees for 2018. She also reported that Superintendent Darla Sidles and she would be among those representing the National Park Service during the May IPW convention in Denver.
3. Board Resignation  
Jurgens announced that Anne Morris has resigned her appointment due to work schedule conflicts. Jurgens has contacted the Town of Estes Park that the vacancy has occurred and is waiting for information about a potential appointee to replace Morris. He also announced that three finalists have been selected to interview for the CEO position. Interviews will be May 17 and 18.

4. Budget Committee Report – Keven Benes, Finance Committee Chair  
Benes reported that the committee (he and Richardson) had met with staff to discuss committee procedures in the future and noted that the committee would meet each month prior to the board meeting when finance reports are presented.

PRESIDENT & CEO.

1. *CEO Update:* Blackhurst reviewed the progress on backfilling vacant staff positions: a PR Coordinator is scheduled to begin work on April 23, and she is waiting for notification for a start date from the new Marketing Director.
2. *2018 Operating Plan:* Blackhurst reviewed an updated presentation reflecting a revised 2018 Operating Plan. Jurgens moved that the plan be approved; Gibson seconded the motion. The motion to approve the 2018 Operating Plan was approved unanimously.
3. *Quarterly Joint Governmental Meeting:* Visit Estes Park is the host for the quarterly meeting that includes County Commissioner Tom Donnelly and Mayor Todd Jirsa. Jurgens moved that CEO Blackhurst arrange for the meeting on May 4 and suggested that agenda items include discussing the Operating Plan. Murphy seconded the motion. The motion passed unanimously.

POLICY GOVERNANCE

1. Policy Based Governance

Mark Holdt, Mountain Sage Consulting, reviewed the overall contents of the governance manual that has been under development since February. He pointed out the sections of the manual that the board has approved during past meetings, asked if there were any questions about the Ends Policy that was introduced at the last board meeting, and introduced recommended future formats for meeting agendas and the written CEO report. Board members thanked Holdt for his work.

Benes moved that the board approve the policy manual's Ends Policy. Gibson seconded the motion. The motion was unanimously approved.

BOARD COMMENTS.

Murphy congratulated CEO Blackhurst for her work in filling the open positions.

ADJOURN.

Jurgens adjourned the meeting.

Suzy Blackhurst

Suzy Blackhurst, Interim CEO and Recording Secretary

Sean Jurgens

Sean Jurgens, Chair

DATE: 4-25-2018

DATE: 4/25/18