



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Wednesday, April 25, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave

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

Board Members Absent: Lowell Richardson

Also Attending: Kirby Hazelton, Rachel Oppermann and Nic Wackerly

Suzy Blackhurst, Interim CEO, Visit Estes Park
Wendi Bryson, Operations Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

PUBLIC COMMENT.

None

CHAIRPERSON'S MESSAGE.

Jurgens read the primary action items on the agenda and asked for comments or suggested changes. Hearing none Gibson moved to approve the agenda, Benes seconded. With no further comment, the motion passed unanimously.

CEO REPORT.

Blackhurst spoke about important recent changes to Facebook's tracking of information that will affect the organization and how it was being addressed. She introduced Rachel Oppermann as the new PR Coordinator at VEP, and shared that Shannon Davis would start as Marketing Director on April 30. She gave a brief explanation regarding a CTO meeting on proposed changes to the regional breakdown in Colorado. Blackhurst reviewed the finance and KPI reports. Benes asked if the taxes shown in the KPI report were based on cash receipts and Blackhurst agreed.

PROGRAM REVIEW

Blackhurst gave a presentation on the VEP upcoming summer campaign created by Cultivator. The presentation covered some of the changes to the brand message and how the message is presented. She explained some challenges VEP has faced with the planned campaign for the opening of highway 34, and how things were being adjusted to accommodate those challenges in conjunction with a CBDG-R grant awarded Visit Estes Park last fall.

ACTION ITEMS.

1. Approval of minutes from the April 11, 2018 meeting

Benes moved to approve the meeting minutes from the April 11, 2018. Gibson seconded the motion. With no further comment, the motion passed unanimously.

2. Future Regular Meeting Schedule

Jurgens explained the reason for meeting twice a month was to allow the new board to become comfortable with what was needed and expected of them. Benes mentioned that later in the month would be best for the financial reports. Blackhurst suggested keeping the meetings on the fourth Wednesday of the month. The board agreed that would work. Gibson moved to establish the meeting schedule on the fourth Wednesday of the month going forward, Tomasello seconded. With no further comment received, the motion passed unanimously.

3. 2017 Audit

Jurgens explained that while the board had approved contracting with AMS to complete the Visit Estes Park audit, a formal contract included alterations by VEP attorney John Chmil of Lyons Gaddis. Benes pointed out that in the document it specifies that they will be reviewing the working papers from the previous auditor. He continued to explain that they will only be providing us with the summary and financial that can be made available to the public. He did emphasize that the auditors were not looking at management decisions, but they will be looking at procedures and adherence to those procedures. Jurgens moved the Visit Estes Park CEO authorize the audit agreement with Anton Collins Mitchell for a cost not to exceed \$10,000 with the current limited liability and binding arbitration stricken and the recommended verbiage from our legal counsel added, Benes seconded. With no further comments, the motion passed 4-0 with Murphy abstaining.

COMMITTEE REPORTS.

Blackhurst shared that the finance committee would be provided the requested financial documentation regarding employee and board expenses paid in 2016 and 2017 for review. Jurgens shared an update on the CEO hiring committee that board, hiring committee and public interviews were going to be conducted May 17 and 18 with an agenda to be sent out shortly.

BOARD COMMENTS.

None

ADJOURN.

Jurgens adjourned the meeting at approximately 1:40 pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 5/23/18

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