



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes May 20, 2014

Board Members Attending: Bill Almond, Lindsay Lamson, Lynette Lott, Jon Nicholas, Scott Webermeier, Chris Wood

Also Attending: Peggy Campbell, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Elizabeth Fogarty, Kyle Patterson

Public Comment. None

Board Comments. None.

A. Action Items:

1. Approval of the Minutes from April 15, 2014 Regular Meeting
Lindsay Lamson moved that the minutes from the April 15, 2014 regular meeting be approved. Scott Webermeier seconded the motion. The motion passed unanimously.
2. Approval of the Minutes from the April 29, 2014 Special Meeting
Scott Webermeier moved that minutes from the April 29, 2014 Special Meeting be approved. Lindsay Lamson seconded the motion. The motion passed unanimously.
3. Dissolve CEO Search Committee
Scott Webermeier moved that the CEO Search Committee be dissolved. Chris Wood seconded the motion. The motion passed unanimously.

B. Discussion Items

1. Town of Estes Park Trustee Liaison Report – Ron Norris
Norris discussed road conditions and highway closures due to construction, recommending those who have with concerns talk to Kate Rusch, Town of Estes Park PIO, or CDOT representatives. Send concerns about road conditions in the town limits to Ron who will forward them to the appropriate individuals. Norris said town sales tax receipts are up 6%. Bear resistant containers can be sponsored for \$1,700. Kate Rusch is coordinating the program. Other information from Norris included:
 - The town's Transportation Advisory Committee will discuss the commercial trolley using the Visitor Center parking lot as a pick-up spot.
 - Norris was among the trustees participating in a recent craft brewery tour in Fort Collins. A study session is expected to be held in the near future so trustees can discuss issues around craft breweries and distilleries in more depth.

- The Town's study session on (May 20) will cover the Town's role in housing issues.
 - Construction on the Event Center and Pavilion is progressing; there is general discussion about the need for a separate events coordinator.
2. Rocky Mountain National Park Report – Kyle Patterson
Public Information Officer Kyle Patterson updated the board:
- During Colorado Discovery Day ceremonies on the Capitol Steps in Denver, Governor John Hickenlooper highlighted Rocky Mountain National Park and Estes Park. The Governor said he plans to come here every five to six weeks from September 2014 to September 2015.
 - Trail Ridge Road is scheduled to open for Memorial Day. Traditional opening ceremonies are tentatively planned weather permitting.
 - Campgrounds appear to be full, for the first time in two years.
 - The Park is waiting for the final design of work on Old Fall River Road. Work is progressing to create a map and brochure about flood-related conditions. Patterson reported that the National Park experienced a total of 12 landslides that were created by the flooding.
3. HB14-1006 Update
Jon Nicholas attended a bill signing ceremony in Lyons on May 17. HB14-1006 moves the traditional sales tax reporting deadline for marketing district businesses from quarterly to monthly. The change in reporting is effective beginning July 1; the first payment will be due in August.
4. Financial Report
Scott Webermeier noted that invoice processing has been moved to Tuesday so Accountant Kathy Asche can process reports by the first Tuesday of the month.
5. CEO Report
Peggy Campbell noted:
- Final approval of the EDA grant has not been received.
 - The anticipated waiver on the CBDG-DR flood recovery HUD grant has not been signed, although state representatives have discussed the application process with Visit Estes Park. Campbell noted that the Colorado Tourism Organization will be reviewing all proposals.
 - Plans are complete for the Tourism Summit, formerly called the annual meeting.
 - Campbell has been working with a group proposing to conduct a Wellness Tourism Conference on June 10. There is interest in pursuing a Regional Tourism Authority financing based on Wellness Tourism.
 - Staff member Suzy Blackhurst has been working to obtain GIS mapping of the Marketing District Boundaries.
 - Campbell provided a letter of support for the formation of an Estes Park Cultural Arts District.
 - An organization comprised of Downtown Partners has been formed. Amy Hamrick has been identified as chairing the effort.
 - Lia Wik of DTN has been in Estes Park meeting with business owners who are interested in advertising on VisitEstesPark.com
 - Staff member Kirby Hazelton is presenting Culturalization Brand Strategy sessions.

- Visit Estes Park has hosted travel representatives from Germany, France, Great Britain and Japan.
- Organic traffic on the website has increased 13% over last year.

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

Jon Nicholas

~~Bill Almond~~ Chair Jon Nicholas
Vice-Chair