



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Tuesday, May 7, 2019, 6:00 p.m.
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Sean Jurgens, Deborah Gibson and Todd Jirsa

Board Members Absent: Pat Murphy and Marie Cenac

Also Attending: Zach Clemens, Kyle Patterson, David Becker

Eric Lund, President & CEO, Visit Estes Park
Kevin Benes, Chief Financial Officer, Visit Estes Park
Shannon Davis, Marketing Director, Visit Estes Park
Abi Huebner, Director of Stakeholder Services, 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.

Patterson went of the Park visitation for the previous month, some of the parking restrictions, an update on the opening of Trail Ridge Road and the conditions at the higher elevations. She then shared some up coming PR efforts, some parking changes that can be expected, and some planned maintenance.

CHAIRPERSON'S MESSAGE.

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

PRESIDENT & CEO.

Lund went over some of the highlights of his written report, an update on the group marketing efforts, shared some meetings scheduled during the Simpleview Summit, spoke about the upcoming annual meeting, and about a possible meeting open to the public to share the VEP's marketing plan for the year in January.

CFO.

Benes went over the March financials, and shared some of the April financials that he had just received. Jirsa asked if Benes could send out the April financials he had just received after the meeting. He gave an update on the annual audit and some of the unofficial results. He went briefly went over the Town sales tax report findings before moving on to some of the metrics Jirsa had requested in the previous meeting. He gave a brief overview of what Arrivalist and Jackrabbit are and how VEP uses them to track metrics. He then went over some of the reported date from Arrivalist and explained what it was showing. He went over the data from Jackrabbit and explained how it illustrated the direct impact of listings on the VEP website for stakeholders. Gibson asked if VEP knew what the average guests spends each day and if that could be tied in with the data on the average days a guest is staying in Estes Park. Lund shared that the amount the average guests spends per day in Estes Park was available in the survey data, and Benes shared that he should be able to get that figure and send it to the board after the meeting to represent the average economic impact of guests in the market. Lund shared with the board a blank copy of the standard listing analytics report put together by Bryson that is being provided to stakeholders now that she had access to all the data. Benes went on to share that staff has been reaching out to stakeholders and members of the community to find out what they would like to

see reported and provide them value since there is so much data now that it is not possible to report it all in a meaningful way.

PROGRAM REVIEW.

1. Davis went over updates on some of the results from the winter marketing campaigns that ran from January to April. He gave some more specific highlights in regards to the Athlete in Residence program that kicked off at the beginning of the year and the results of the first two athletes that were hosted. He then shared some expected adjustments to the summer marketing campaigns and the reasoning behind it. Also, he shared that Estes Park is a finalist for the Outdoor Media Summit in 2020 created 6 years ago and gave some background information on what the summit entails.
2. Huebner went over some highlights of her written report on the accomplishments of the stakeholder team and the work they are doing for the new services that are being offered. Gibson asked what the receptions has been like for the new services. Huebner explained that the receptions has been great and that often the stakeholders can't believe that the new services are free to them. She went on to explain that by offering the new services her team was better able to respond to stakeholder questions or concerns and provide suggestion to help them better showcase their individual businesses. She gave an update on the gathering of data analytics specific to each stakeholder and some of the long term goals for the team.
3. Becker went over the visitor survey data results from the fall season. For a copy of the full presentation you can go to : <https://www.visitestespark.com/transparency/visitor-survey/>

POLICY DEVELOPMENT.

None

CONSENT AGENDA.

Gibson moved to approve the minutes from the April 2, 2019 regular meeting, Jirsa seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Jirsa gave an update on interviews the Town had conducted for the open board seats. He then shared that the Town was releasing a new parking app to help address some of the results from the visitor surveys. Jurgens mentioned that it would be helpful for the other board members and staff if Jirsa or Cenac would be willing to provide updates for decisions or new happenings with the Town that they should be aware of at the meetings, since there was no longer a liaison providing those reports. He asked that be added on the agenda moving forward.

ADJOURN.

Jurgens adjourned the meeting at approximately 7:45 pm.


Wendi Bryson, Recording Secretary


Sean Jurgens, Chair

DATE: 6/4/19

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