



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Work Session Notes June 3, 2014

**Board Members Attending:** Bill Almond, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

**Also Attending:** Ron Norris, Town of Estes Park Trustee  
Visit Estes Park President & CEO (retiring) Peggy Campbell  
Visit Estes Park President & CEO (incoming) Elizabeth Fogarty  
Visit Estes Park Director of Operation & Finance Suzy Blackhurst

### A. Discussion Items:

1. Town Liaison Report

Town Trustee Ron Norris noted a ribbon cutting that occurred at the new Open Air Adventure Park; the Town's Bear Task Force won a national award; the town board will be meeting with CIRSA about ethics, liabilities and best practices.

2. HUD Block Grant

Brooke Burnham informed the board that a waiver allowing Community Development Block Grant - Disaster Recovery (CDBG-DR) funds to be used for marketing had been approved.

3. Board of Directors Strategic Plan.

Board members began discussing elements of the 2012-2014 Strategic Plan in an effort to update the plan. Among the topics discussed:

- Group business.
- Elizabeth Fogarty and Bill Almond will meet with Trustee Liaison Ron Norris to establish a framework for discussing with the town Visit Estes Park's participation in future representation on the selection team for new board members.
- Conduct a check on the use of current governance policies.
- Develop a policy about what can be released to the public and by whom.
- Determine how the board works with committees.
- Revisit the Mission and Vision Statements.
- Under a collaboration umbrella, discuss product development, how to enhance the guest experience, and understand how the board can be more effective working with staff.

Elizabeth Fogarty recommended board members re-read the Bill Geist book, "Destination Leadership for Boards," as it will help define board activity in the future. Bill Almond suggested that the board continue consideration of the plan in sections so that a new two-year plan is complete by the board's annual retreat on December 2. The July 1 work session will include committee reports and discussion of the mission and vision statement. The Governance Model will be discussed during the August 5 work session.

*Suzy Blackhurst*  
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Suzy Blackhurst, Recording Secretary

*Jon Nicholas*  
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Bill Almond, Chair Jon Nicholas  
Vice-Chair