



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes June 17, 2014

Board Members Attending: Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Kyle Patterson, Tony Bielat

Public Comment. None

Board Comments. Board members welcomed Elizabeth to her position.

Presentation: Estes Park Cycling Coalition

Alicia Mittleman and Heidi Trion discussed the work of the recently formed Cycling Coalition.

A. Action Items:

1. Approval of the Minutes from May 20, 2014 Regular Meeting and Approval of the Minutes from the June 3, 2014 Work Session
Scott Webermeier moved that the minutes from both the May 20, 2014 regular meeting and June 3 Work Session be approved. Lynette Lott seconded the motion. The motion passed unanimously.
2. Resolution 05-14 Correcting a Typographical Error in the Boundary Description
Scott Webermeier moved that Resolution 05-14 be adopted. Lynette Lott seconded the motion. The motion passed unanimously.

B. Discussion Items

1. NBC Sports Bike Race Proposal
Jon Nicholas discussed a proposal from NBS Sports to produce a reality show based on bike racing. Initial discussions about the possibility of filming here occurred between John Cullen of the Stanley Hotel and Donald Zuckerman, Colorado's Commissioner of Film, TV and Media, in April. Since that time, NBC Sports' needs have changed and Nicholas suggested Estes Park might be able to participate in the production. Elizabeth Fogarty and Nicholas will meet with Zuckerman to discuss the opportunity.

2. Rocky Mountain National Park Report

Kyle Patterson noted that visitation statistics are showing month-to-month increases, and year to date, visitation is up .9%. Cost to repair Fall River Road currently is estimated at \$5 million; \$3.5 million of that amount has been committed. "5280" magazine's coverage of the Park was noted and Kyle noted that 30 to 40% of Rocky's visitors are from Colorado.

3. Town of Estes Park Trustee Liaison Report – Ron Norris

Norris noted that the Town Board would be meeting to discuss its Strategic Plan on June 25. Among the topics to be considered will include discussion of parking structures, the FLAP grant, Conference Center Upgrades as well as issues such as event planning and the value of the Ice Rink. The Town Board meeting agenda includes topics such as flood recovery and the Town's financial report. In response to a Visit Estes Park Board question, Norris said discussions about hiring an event coordinator have taken place, but no action has occurred at this point. He suggested that Visit Estes Park provide a proposal including other destination feedback, ROI and job description.

4. CEO Report

Elizabeth Fogarty noted:

- Fulfillment line item on budget will be adjusted down from \$52,000 to \$2,000, to account for no Visitor Guides being mailed to guests. The \$2,000 will cover postage for mailing guides to state and local visitor centers.
- The audit of Visit Estes Park's financial records is complete. Auditors found no material weaknesses or deficiencies in Visit Estes Park's records.
- The EDA has approved Visit Estes Park's request for \$127,000. The funds will be used to expand regional and national print and digital advertising. Scott Webermeier asked that detail about those expenditures be shared with the Board.
- Fogarty discussed the Key Indicator Report. Suggestions to improve verbiage in the report were made; changes will be incorporated in future reports.
- There is an increase in organic first-time users of the website. More time is being spent on the site.
- Fogarty recommended that the board bring back the Rocky Mountain Lodging Forecast Report. A campaign to encourage more properties to participate is recommended.
- Fogarty suggested that a VRBO-Visit Estes Park Partnership meeting be held. Shake suggested considering using webinar technology if such a meeting is pursued.
- Visiting stakeholders remains a top priority.
- Fogarty also provided brief updates on staff activities.
- Fogarty discussed with the board the possibility of having more than one person attend the July 21-23 DMAI meeting. Board members asked Fogarty to provide them with justification of staff attending along with cost projections of doing so.

5. Future Board Meeting Schedule

- a. July 1, 2014: Work Session – Committee Reports; Strategic Plan Work: Mission & Vision
- b. July 15, 2014: Regular Meeting
- c. August 5, 2014: Work Session – Strategic Plan Work: Governance Model
- d. August 19: Regular Meeting

C. Adjourn

Lindsay Lamson moved the meeting be adjourned. Lynette Lott seconded the motion. The motion passed unanimously.



Suzy Blackhurst, Recording Secretary



Jon Nicholas, Vice Chair