



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Tuesday, June 4, 2019, 6:00 p.m.
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Pat Murphy, Tonya Humiston, Marie Cenac and Todd Jirsa

Also Attending: Zach Clemens

John Chmil, Visit Estes Park Attorney, Lyons Gaddis
Eric Lund, President & CEO, Visit Estes Park
Kevin Benes, Chief Financial Officer, 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 stopped in while the board was in Executive Session, but was not able to stay. She provided her main updates to Benes, and asked that he provide them to the board for her. Benes shared with the board that there was not a date yet for the opening of Trail Ridge Road, but she was hoping that she would have one next week. Jirsa clarified that Trail Ridge would not be opening this week, and Benes explained that no it would not be opening this week and that she said she would only have a date for the opening next week. He then gave an update on the delayed pavement restoration project and that there was a pre-construction meeting this week. Gibson wondered how the decrease in the park visitation numbers and the increase in the Town's sales tax figures correlated with the efforts of Visit Estes Park. Benes shared that the Arrivalist data could show when guests would go into the park, and that the data is showing that more guests are spending a lot more time in town as opposed to the park. Jirsa shared that more and more people were looking at that data in particular and wanted to make sure that VEP continued to make that information publicly available. Benes shared that the board could expect another update at the next board meeting.

CHAIRPERSON'S MESSAGE.

Jurgens moved to approve the agenda with the addition of the swearing in of the new board member and an update with a possible vote on the Moore/Beckman contract claim update under policy development after the Policy 28 action item, Cenac seconded. With no further comment, the motion passed unanimously.

OATH OF OFFICE

Jurgens swore in Tonya Humiston as a new board member.

PRESIDENT & CEO.

Lund gave an update on the IPW trade show he was attending with Rachel Oppermann and a brief background.

CFO.

Benes went over the 32% increase of the lodging tax received over 2018. He explained that for 2019 the organization is 123% over the expected lodging tax receipts over the same period in 2018. He went through some of the new big items on the P&L report before proceeding to briefly go over the Town's sales tax report. Benes then moved on to present new metrics VEP is tracking from Jackrabbit and explained where the data

was coming from along with what it means. Cenac asked if there were metrics from the previous year to compare the new data with. Benes explained that he did have access to the previous years data, and Cenac asked if he could provide that to the board for a frame of reference. Lund added that he talked to Jackrabbit at the SimpleView Summit and found out that Visit Estes Park is one of the top 1 or 2 utilized organization on their platform as far as number of bookings. Jurgens asked if the 32% increase in April was taken into account with missing payments, and Benes shared that there were none visible in 2018 or 2019 and the 32% increase was the raw numbers. Gibson shared that one of the main goals for the year was to really increase visitation in the shoulder season, and the new advertising push seems to really be driving that.

PROGRAM REVIEW.

Davis was not able to attend the meeting, but Benes went over some highlights that Davis wanted to touch on. Benes shared that they were diving into the visitation trends specific to Denverites and they were finding that during the summer season they are mostly day trippers, but in the winter that shifts 180 degrees to the majority of Denverites staying overnight. He went on to share that Estes Park was a finalist for the 2020 Outdoor Media Summit with Tahoe, gave some background on the summit, what is holding Estes Park back from being chosen and how it was being addressed. He then touched on the five FAM trips Rachel had the previous month. Jurgens remembered the goal for the year was four, and Benes agreed that had been the goal originally.

Huebner went through some of the new figures the stakeholder team was tracking and how the website sales were going.

EXECUTIVE SESSION.

Jurgens moved to go into Executive Session for purposes of discussing personnel matters related to Eric Lund pursuant to Section 24-6-402(4)(f), C.R.S., Cenac seconded. With no further comment, the motion passed unanimously. The Board entered into Executive Session at approximately 6:17pm and resumed open session at approximately 7:40pm

OPEN SESION.

Jirsa moved to authorize Sean Jurgens to address the issues discussed during the Executive Session as he deems to be the most beneficial to the Visit Estes Park organization, Cenac seconded. With no further comment, the motion passed unanimously.

POLICY DEVELOPMENT.

Jurgens explained that due to the number of contracts changed this year, staff determined that a concise policy to establish standard requirements for third party contracts was needed. He gave an overview of what was included in the proposed policy and explained that the governance committee had reviewed the policy as well. Benes explained that he had worked with Chmil to ensure the language in the policy was accurate. He was on his seventh contract negotiation in a year, and every time they had to correct the same things during the negotiations. The policy should cut out the need for the corrections to contracts every single time, since he could provide the policy to the vendor in advance. Jirsa agreed it made sense to have a standardized process for all contracts. Cenac moved to approve Policy 28 for Third Party Contracts, Jirsa seconded. With no further comment, the motion passed unanimously.

Chmil explained the background of the contract settlement and explained that he was looking for board action to authorize the Chair to sign the settlement agreement. Jirsa moved to authorize the Board Chair to sign and finalize the Moore/Beckman contract settlement agreement, Gibson seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

Jurgens moved to approve the minutes from the May 7, 2019 regular meeting, Cenac seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Gibson and Jurgens welcomed Tonya to the board. Jirsa shared that he had spoken to Commissioner Donnelly, and to expect a board appointment to come through next week. Jurgens asked Bryson if there was a

date for the strategic planning session, she explained that according to the responses received from the board the best date was June 18th from noon to 2pm. She was sending out a meeting invite after the meeting to get it on everyone's calendar.

ADJOURN.

Jurgens adjourned the meeting at approximately 7:50 pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 7/2/19

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