



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting June 21, 2016 Minutes

Board Members Attending: Steve Kruger, Lindsay Lamson, Morgan Mulch, Jon Nicholas, Scott Webermeier,

Also Attending: Rocky Mountain National Park Public Information Officer Kyle Patterson, Ken Arnold, Michelle Hiland

Elizabeth Fogarty, President & CEO
Suzy Blackhurst, Visit Estes Park (VEP) staff

The meeting was called to order by Chair Scott Webermeier at 2:25 pm

Public Comment: None.

Board Comment: Steve Kruger announced he would not be available for a meeting on July 5. Webermeier announced that Trustee Walker was not available to attend today's meeting, and removed that discussion item from the agenda. He also asked to add an agenda item: Mediation Update.

The meeting was called to order by Chair Scott Webermeier at 2:25 pm.

A. Action Items

1. Approval of Agenda: Lindsay Lamson moved to approve the amended agenda; Kruger seconded the motion. The motion was approved unanimously.
2. Approval of Minutes from the June 7, 2016, Board Meeting
Jon Nicholas moved the minutes from the June 7, 2016 meeting be approved. Kruger seconded the motion. The motion passed unanimously.

B. Discussion of Items and Reports

1. Mediation Update:
Webermeier announced that the first mediation meeting was complete and both organizations continue to work together for the betterment of the community, and good progress was being made. Webermeier also read an agreed upon public statement from the group: *Moving forward both organizations agree to continue to work together for the betterment of the community. We have made good progress so far and are committed to this process over the long term.* A second mediation meeting is scheduled for next week.
2. Future Board Meeting Schedule
Lamson moved that no meeting be scheduled on July 5. Kruger seconded the motion. The motion passed unanimously. Morgan Mulch noted that he would not be able to personally attend meetings in August, but would call in. Next meeting of the board is scheduled for July 19, 2016.
3. Governance Policy #19
Webermeier noted that the policy was provided in meeting packets to remind the board of how it endorses projects. Lamson noted that Section 1 of the policy allows the board to encourage a concept while Section 4 covers a specific project. Webermeier said that, to date, the board has not endorsed a specific location or

specific business, only concepts. CEO Fogarty added that when that when the board discussed this policy last year there was agreement to utilize the advocacy committee for the simple grant endorsement requests, and other requests would be discussed with the entire board. Webermeier asked staff to make a minor edit to Policy 19, 4th bullet item.

In the meantime, Fogarty, will draft a letter a letter to the Lazy B Ranch reflecting the board's policy of endorsement of "concepts," not specific businesses, and share it with Chair Webermeier prior to sharing with the rest of the board.

4. Rocky Mountain National Park Report – Kyle Patterson

Patterson showed a PowerPoint slide show that she recently presented to the Estes Park Town Board, that would be provided to the Larimer County Commissioners and the Boulder County Commissioners. The presentation recapped status of park attendance, and issues resulting from high usage of the park.

5. Finance Report

Fogarty noted that the district's current cash position remains good with a little over \$1 million in the bank. Fogarty explained that is a necessary balance to carry in order for expenses to be covered during the winter and spring months when incoming revenues are reduced.

When adjustments for late payments are made, receipts for April are up over last year by 7.3%. Year to date through April, with late payment adjustments, receipts are up 9.63% Fogarty reviewed some of the more significant variances seen in the April comparative profit and loss report. Fogarty reviewed the key indicator report, noting changes from previous month. Town tax receipts reports had not been received, but an updated report will be provided once numbers are received.

6. CEO Report

- Fogarty recently met with Town Mayor Todd Jirsa and encouraged board members to stop by his office at Town Hall to view his ideas, vision and strategy outlined on a whiteboard. How those concepts fit with the town's strategic plan were evident in the strategic planning meeting recently held by the town which Fogarty attended.
- The final Service Level Agreement (SLA) meeting has been held with Deputy Town Administrator Travis Machalek and Community Services Director Rob Hinkle. She reminded the board that the resulting SLA is not a binding agreement; rather, it provides structure for operations between the town and VEP.
- Fogarty met with Tim Roemer, one of the owners of the Rock Inn and was able to provide more information and correct some inaccuracies. She reported that the relationship with the Rock Inn is as supportive as it always has been. The next Lazy B land use meeting is scheduled for July 26.
- Fogarty also met with the new YMCA CEO, Julie Watkins. F
- Fogarty and Webermeier met with Reed Rowley at The Stanley Hotel and discussed the hotel's partnership with REI. Fogarty explained the Stanley-REI partnership and shared that it is an exciting and impressive program. Fogarty also shared the program on her CTO Marketing Committee call earlier in the day. Patterson noted that REI would be bringing its village to Hidden Valley on Saturday from 9 am to 4 pm. Webermeier said he and Fogarty assured Rowley and the REI representative that Visit Estes Park is happy to support the endeavor.
- Fogarty recently met with Michelle Hiland, an interested local citizen who is interested in VEP's strategy.
- Fogarty noted that Ken Arnold and Abi Huebner (VEP Staff) attended the Colorado Tourism Office strategy meeting held in Greeley. Fogarty attended the Denver session.
- Fogarty will be providing a presentation to the Lutheran Men's Club Saturday morning.
- Fogarty shared with the Arts District that they are happy to host any of their artists in partnership with the VEP booth each week.
- The next Travel Buzz session will be on July 20 at 9:30 am. Topic will be "Rewards and Pitfalls of Branding."

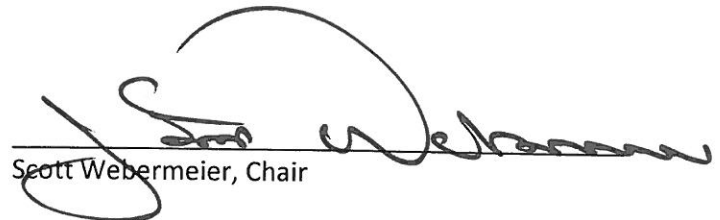
- VEP will be partnering with Rooftop Rodeo by manning the pop-up information booth on July 9 and collecting event survey data. EALA will be handing out pink bandanas to all attendees.
- On the international front, Brooke Burnham is attending the IPW convention in New Orleans.
- VEP received a letter from Town Administrator Frank Lancaster, urging the district to "consider targeted and specific marketing to the Northern Front Range." Fogarty said VEP has not heard anything alarming, and when she met with Lancaster earlier in the month, she shared that VEP has not heard strong backlash about the construction plan, but regardless a specific strategy was in place and already activated via website, Foothill meetings, CDOT communications, eNewsletters, past EALA member meeting, etc. After receiving the letter from Lancaster, she reached out to Turner PR who reported that, on a national level, there continues to be no statements of any kind, or sharing anything negative in tone, and locally there has been no data to substantiate a change in course of the current short and long term Hwy 34 strategic plan. Fogarty reminded the Board of VEP's current short and long term Hwy 34 strategy and asked if they were still comfortable with it, or prefer to reassess. The Board directed Fogarty to stay on the current course. Fogarty stated she would respond to Lancaster's letter with a very thorough and detailed response to help dispel any assumption of lack of strategy. She added that VEP will be developing a one-page information sheet for Estes Park staffs and Foothills neighbor locations including area visitor centers, and will continue to keep an eye on the media and will react accordingly. Ongoing updates to the guest and stakeholder Hwy 34 website pages will continue, as well as monitoring on our social channels & media headlines, assessing data including advance reservations, eNewsletter communications, regular CDOT conversations, and increased investment in the 2016/17 winter campaign.
- VEP manned the pop-up information booth at Ride the Rockies.
- Fogarty distributed the newly developed Visit Estes Park Services Guide, a booklet outlining everything VEP offers. The guide replaces the annually produced Visitor Guide Media Kit and now includes all services currently provided by VEP for stakeholders to consider.
- Fogarty invited the Board to attend the EPMC breakfast meeting for a Wellness Center update on June 29.

C. Adjourn

At 4:10 pm Lamson moved the meeting be adjourned. Kruger seconded the motion. The motion passed unanimously.


Suzy Blackhurst, Recording Secretary

DATE: 7-19-16


Scott Webermeier, Chair

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