



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

# Board of Directors Regular Meeting Minutes

Wednesday, June 27, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Kevin Benes, Deborah Gibson, Stefano Tomasello, Lowell Richardson and Pat Murphy

Also Attending: Claire Woodcock, Trustee Ken Zornes, Kyle Patterson, Gabe Cohen

Suzy Blackhurst, Interim CEO, Visit Estes Park  
Wendi Bryson, Operations Manager, Visit Estes Park  
Abi Huebner, Partner Development Manager, Visit Estes Park  
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney  
Rick DeLaCastro, Recruiter, Employers Council

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

## PUBLIC COMMENT.

Claire Woodcock with the Trail Gazette ask for an update on the decision regarding the forensic or complete audit on the 2016/2017 fiscal year. Benes explained that there was a review being done and that the decision would be based on recommendations received after that review is finished.

## COMMUNITY UPDATES.

1. Trustee Zornes introduced himself to the board and shared that at the next Town Board meeting on July 10<sup>th</sup> will include a discussion on the Loop.
2. Patterson shared an update on the NPS's presence at IPW and the visitation figures in RMNP in May. She gave a little more detail specific to Memorial Day and the opening of Fall River Road. She invited the board to a public meeting at the library regarding the environmental study done on the Fall River Entrance and explained some of the options they are looking at and why.

## CHAIRPERSON'S MESSAGE.

Jurgens gave an overview of the primary actions items on the agenda and asked for a motion to approve. Benes moved to approve the agenda as presented, Richardson seconded. With no further comment, the motion passed unanimously.

## PRESIDENT & CEO REPORT.

Blackhurst gave a brief overview of the items in her CEO report and asked the board for their input on the schedule for the developing the 2019 budget and Operating Plan. She then gave an update on the audit and her impressions of how it was going.

## POLICY DEVELOPMENT.

1. Blackhurst gave a brief overview of what policy 12 is for the organization and some of the background behind it the policy. Blackhurst went on to question if exceptions are made to allow certain businesses/publications to utilize VEP services when those should be revisited. Huebner added that the staff needed a clear understanding of how the board would like exceptions addressed. Does it need to be a policy change and therefore a board vote? Richardson asked what the policy was based on originally, and Blackhurst shared that the original procedure from the CVB was used for the policy. Richardson asked if we could ask the other LMDs in the state to see what they are doing to see if the policy could be improved. Blackhurst agreed that would be a good thing to look into, and asked Chmil what his thoughts on the policy were. Chmil explained that as an LMD that our main focus will always be marketing

businesses within the district, but that as long as the exceptions fall within the criteria of non-competition that it's within the district's authority to make those exceptions. Chmil did add that the issue with aggregate advertisers does likely need to be looked into in more detail. Richardson asked if there was a written legal opinion on any statutory limitations. Chmil shared that he was not aware of one, but the policy had been reviewed by them when the baby rental equipment exception was proposed. Benes wants language added to automatically trigger a review if a company falling within one of the exceptions does move within the district for the staff and board to review the policy language. Richardson shared that he thinks that the board needs to get a legal opinion on the statute limitations before deciding what to do next with the policy.

Cohen gave a presentation for bringing Lyft to Estes Park and why they would like to work with Visit Estes Park. He shared information on some of the programs Lyft is involved with in regards to combatting DUI and DWI incidents. He shared some statistics on Lyft's presence in and around Estes Park. Richardson asked where they were getting their drivers from, and Cohen shared that they take drivers from everywhere as long as they are able to meet all the requirements. Jurgens moved to approve Lyft's business request to be included in Visit Estes Park's advertising services, Murphy seconded. With no further comment, the motion passed unanimously.

2. Blackhurst shared some background on why the proposed updates to the employee handbook manual were being made. Benes suggested that the vacation policy needs to match the Town's policy. Jurgens asked how often the handbook should be reviewed, and Blackhurst shared that the standard that it should be reviewed every two years. Benes thought that he thought we could voluntarily participate in FMLA. Blackhurst said that we would need to look into it. Gibson asked if we were reviewing it with our HR consultants, and Bryson stated that we were.
3. Blackhurst gave background information on the new travel and entertainment policy to the board including what was used to draft the policy. Jurgens moved to approve the Travel and Entertainment policy as written, Gibson seconded. With no further comment, the motion passed unanimously.

#### PROGRAM REVIEW.

Huebner presented results from the stakeholder survey conducted by Visit Estes Park to the board. Richardson asked how the survey was conducted and for clarification on how many stakeholders it was sent to in relation to how many responded. Huebner explained that the survey was conducted through SurveyMonkey and was sent out to roughly 1,000 stakeholders. Richardson clarified that it was more of an information survey with roughly a 10% response rate. Huebner agreed and both Richardson and Benes thought that was a really good response rate for the survey.

#### CONSENT AGENDA.

1. Jurgens asked Gibson what her questions was on one of the meeting minutes being presented for approval. Gibson shared some concern about the June 12<sup>th</sup> motion language for the executive session. Bryson shared that the language in the minutes is quoted directly from the recording. Richardson moved the approve all the minutes as presented with a special note that the June 12<sup>th</sup> meeting was to interview for the Interim CEO position, Benes seconded. With no further comment, the motion passed unanimously.

#### COMMITTEE REPORTS.

1. Benes shared the vision of the finance committee for the 2019 budget and asked the board to think about the general vision for the coming year in terms of budget changes. Gibson asked about the over budget items and how to more accurately reflect the expected expenses in the coming year. Benes explained that they were in the process of reviewing classifications that have already been done, and they will see some of that change in the next meeting. Benes shared that the finance committee was changing the role of the open finance position to better fit the needs of the organization. The role was very much a data analytics role and they were shifting it dramatically to a financial oversight role. Jurgens asked if the data analytics would then become a new role. Benes explained that they had not discussed that yet, but the finance position was going to be focused on financial oversight and budget control. Richardson added that he thought the main priority of the position needed to be finances.

EXECUTIVE SESSION.

Jurgens moved to into Executive Session for the consideration of personnel matters involving the selection, appointment, and employment of an Interim CEO under Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(f), Benes seconded. The board entered into Executive Session at approximately 2:30pm and resumed regular session at approximately 2:50pm.

RETURN TO REGULAR MEETING

Jurgens moved to select Shannon Davis as the Interim CEO of Visit Estes Park subject to negotiation and approval on an employee contract, Richardson seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Gibson thanked Bryson for being willing to put her name in and being willing to step up and serve as she has over the past year. Richardson added that the decision was made based on what the board was looking for to keep moving forward. He went on to thank Suzy for all the work she had put in to help stabilize the organization.

ADJOURN.

Jurgens adjourned the meeting at approximately 2:55pm.



Wendi Bryson, Recording Secretary

DATE: 7/25/18



Sean Jurgens, Chair

DATE: 7/25/18