

Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes July 7, 2015

Board Members Attending: Bill Almond, Karen Ericson, Steve Kruger, Lindsay Lamson, Jon Nicholas, Adam Shake

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

Ron Norris, Town of Estes Park Trustee

Public Comment. None

Board Comments. None

A. Action Items:

1. Induction of New Board Member Steve Kruger

Bill Almond administered the oath of office to newly appointed board member Steve Kruger. Kruger replaces Lynette Lott who moved outside the district. His term ends December 31, 2019.

2. Approval of Minutes from June 16, 2015 Regular Meeting

Jon Nicholas moved that minutes from the June 16, 2015 meeting be approved. Adam Shake seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. Town of Estes Park Liaison Report – Ron Norris

Ron Norris noted the following:

- He saw a demonstration of the town's pothole patcher machine that is operated by one person rather than the five that previous systems needed. Ride-alongs are available and can be scheduled on the town's website.
- The town had a meeting to discuss the 2016 strategic plan. Norris said there are no major changes to items already seen as priorities. Depending on the Town's budget, the board will move ahead more aggressively with seasonal housing. The board is providing Town Administrator Frank Lancaster feedback about the meeting and a report on the meeting will be posted on the town's website. The events complex revenues are not as high as had been anticipated. Another decision made was to equip all of the police force with body cameras. Shake asked about staffing levels. Norris said two police officer positions are open, one pavement manager position has yet to be filled and a HR manager position remains open. Norris said the openings are due to a combination of salaries offered and availability of housing.
- Two board members are ill. Adam Shake asked what the process would be if interim trustees were needed. Norris said if a mid-term opening occurs, the board could schedule an election or appoint a trustee for the remainder of the term.
- Norris has talked with David Batey and the Estes Valley Recreation & Park District board still plans to move ahead with a proposed mill levy on the November ballot. The board is beginning a search for an

interim director and will begin a search for a permanent director following the resignation of Skyler Rorabaugh.

- Topics at the upcoming PUP Committee meeting include repairing the conference center roof, the Dry Gulch Road rehabilitation contract, feedback on the Scott Ponds hearing, Fall River trail design, the pothole patcher, design revisions to the parking structure and coordination with CDOT on the Barnes Dance. The test period for that system is scheduled to begin Saturday. Video cams will be used to obtain definitive numbers. Lindsay Lamson asked that the town consider making the westbound Elkhorn Avenue right lane a no turn lane.
- The Town Board Study Session begins at 4:30 Tuesday with an update from the recreation district on the community center plan from EVRPD's board chair. On the Town Board meeting agenda is a request for proposals for moving forward with a downtown neighborhood plan, the 2014 financial audit and a request to partner with several organizations to provide funding to acquire Cascade Cottages for the Park Service. Also to be discussed is the contract on the Conference Center roof, the design for Scott Ponds, mid-year salary adjustments, body cameras for the police department, appointing an interview team for the Parks Advisory Board and a discussion on the Dry Gulch Road rehabilitation plan.
- Norris recently heard that the NEPA study on the Loop is expected to be released in mid-August. A 30-day comment period follows the release. Elizabeth asked Trustee Norris if there was anything they would like the EDC Loop Committee to do because the request to the committee from trustees and staff thus far, since the loop's last meeting, has been to "stand off" as things are fairly calm and pro loop letters continue to come in. The last time the Loop Committee was actively seeking out positive public input, the con group rose up and pushed back 10-fold. Ron stated no request to change course and agreed that was a good tactic, as things were currently quite calm and the majority of input is supportive and fact-based. Minority is emotional and fearful of the unknown. Ron shared that guests have written sharing their disappointment in the congestion and won't be back. Although there are other guests that have spoken with downtown merchants stating that the congestion is a given and expected, and not to continue with the loop regardless. Norris said the town is prepared to move immediately if the Barnes Dance research shows positive results, however CDOT will be involved as well. Karen Ericson said information about the Loop project is being prepared for handout at the Visitor Center to address guests' questions.

2. Financial Report – Michael Bodman

Office Manager Michael Bodman noted that the District's cash position has improved dramatically over the past 12 months, primarily due to monthly tax disbursements. Lamson cautioned that because some people do not understand the switch from quarterly receipts, could result in misinterpretation of the data. Bodman said information about the May lodging tax distribution was received from the Colorado Department of Revenue. Taxes coming to the district will be \$117,392.81, the largest collection since October 2014. Bodman noted that the Town still is waiting for its audit report, which is now expected this week. He said staff is aware that the audit will note that Visit Estes Park should have recognized the entire amount of grant income in 2014 when the grants were awarded, as federal grants should receive a different accounting treatment. Even though VEP received the income in 2015, it needs to be posted in 2014.

3. CEO Report – Elizabeth Fogarty

Elizabeth Fogarty noted the following:

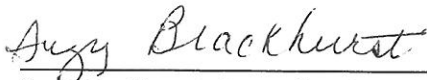
- A photo opportunity for board and staff members with paddle boards at Lake Estes will celebrate the big win in the destination product development conversation. Visit Estes Park will write a story about product development to accompany the photo. Elizabeth will notify board members of the final date for the photo by email.
- Fogarty reminded board members to continue to vote for Rocky Mountain National Park having the best hiking for the USA Today poll.

- EALA has an availability page on its website. Fogarty said VisitEstesPark.com is the primary site for availability reports, but that it makes sense to use EALA's site at times when lodging is nearly sold out and there are last minute cancellations. The Visit Estes Park site refreshes every two hours, so EALA's site is a good solution for last minute availability.
- Al White has moved to the Colorado Office of Economic Development and International Trade. His position as director of the Colorado Tourism Office is open and the state will be naming a replacement. CADMO requested a meeting with Fiona Arnold so it could have a voice in filling the CTO position. Fogarty noted that White will be more able to focus on legislative matters in his new position. In an unrelated move, the state also recently named Luis Benitez as Director of Outdoor Recreation, reporting to OEDIT. Fogarty said the recreation industry contributes \$4.2 billion to the state economy and having a director of Outdoor Recreation means CTO and the state are moving collaboratively and positively in a positive direction, especially with Utah's focus in this area for many years. Jon Nicholas noted that Benitez has said his top priority is to fix the I-70 problem and that economic development organizations in Northern Colorado are pushing outdoor recreation.

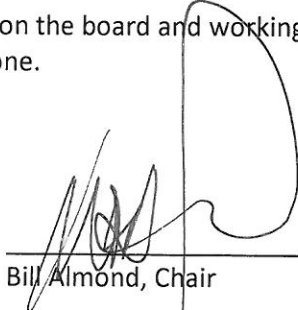
4. Other Business

The board's consensus was to cancel the July 21 meeting; board training and industry updates will be moved to the August 4 regular meeting. There will be an executive committee meeting on July 21.

Steve Kruger said he was pleased to be on the board and working with everyone. He said the interview questions were appropriate and well done.



Suzy Blackhurst, Recording Secretary


Bill Almond, Chair