



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Board Meeting Minutes July 9, 2013

Board Members Attending: Bill Almond, Lindsay Lamson, Lynette Lott, Jon Nicholas, Kathy Palmeri, Scott Webermeier, Chris Wood

Also Attending: Town of Estes Park Trustee Ron Norris
Visit Estes Park President & CEO Peggy Campbell
Staff: Suzy Blackhurst, Kirby Nelson

Economic Development Task Force Members
Deborah Gibson, Rams Horn Village
Cindy Liddell, Wildwood Inn

Public Comment: None.

Board Comments: None.

Discussion: Economic Development Task Force: Creating an
Estes Valley Economic Development Council

Board member Jon Nicholas, a member of the Economic Development Task Force, recused himself from the discussion segment of the meeting due to a conflict of interest surrounding discussions about the formation of an Economic Development Council in Estes Park.

Greg Rosener, Task Force Chair introduced others on the planning group in attendance at the meeting: Jim Pickering, Lowell Richardson and Adam Shake. Rosener reported on the final phase of the task force's work, saying the group had begun acquiring commitments to fund an Estes Valley Economic Development Office using an investor model that he described. Visit Estes Park has been identified as a primary member the Economic Development Council which could participate in funding operations. Rosener discussed the proposed budget for an Economic Development office and asked Visit Estes Park to provide \$20,000 on an annualized basis (\$10,000 in 2013). Rosener said the Town of Estes Park has pledged \$30,000 in 2013 and would be discussing a \$60,000 annual pledge during upcoming budget hearings on 2014 expenditures.

Lamson moved that Visit Estes Park provide \$10,000 in 2013 funding to the Economic Development Office. Lott seconded the motion.

Board discussion followed and is summarized: Palmeri said Visit Estes Park's vision and mission were compatible with the work of an Economic Development Council. Webermeier said the investment in economic development is legal under the enabling statute for the marketing district. Almond said the board should not "dip into" Visit Estes Park's reserve to fund the Council. Both

Lott and Lamson pointed to EALA support of the proposal, as evidence by that group's approval of funding earlier in the day.

Almond called the question. The board voted 5-1-1 to provide \$10,000 to the Economic Development Council. Voting in the affirmative were Palmeri, Almond, Webermeier, Lott and Lamson. Voting "no" was Chris Wood. Jon Nicholas abstained.

A. Action Items:

1. Approval of Minutes for the June 18, 2013 meeting.

Scott Webermeier moved that minutes for the June 18, 2013 meeting be approved. Lindsay Lamson seconded the motion. The motion passed unanimously.

2. Election of Officers

As chair of the governance committee, Wood proposed the following officers be elected due to the vacancy created by the resignation of Chair Kathy Palmeri:

- Chair: Bill Almond
- Vice Chair: Jon Nichols

Lott moved that the slate be elected, effective from August 21 through December 31, 2013. Webermeier seconded the motion. Motion passed unanimously.

3. Policy Review

Webermeier moved that existing policies 1, 2, 5, 6, 7, 3 and 15 be nullified. Lamson seconded the motion. Motion passed unanimously.

Chair Palmeri asked that consideration of other policies be postponed until the next meeting of the board due to the length of the meeting.

4. Restated 2013 Budget

Executive Director & CEO Campbell shared new budget account names and amounts attached to the restated account names. Secretary-Treasurer Webermeier said the restatement should be considered an informational item.

B. Discussion Items and Reports:

1. Town Board Update – Ron Norris

Ron Norris, Town Board liaison to the Visit Estes Park Board, announced that the Trolley is the most popular shuttle route. Almost half of all ridership stems from that route. Additionally, Norris said that at their July 9 work session and regular meeting the Town Board will

- Address legislation concerning the use of recreational marijuana.
- Discuss the process developed by Town staff to establish a five-year capital planning program.
- Hear a plan for a Community Wellness/Recreation Center from Estes Valley. Recreation & Park District Executive Director Skylar Rorabaugh.
- Discuss construction status and plans for a parking garage at the Visitor Center.
- Receive a status report on the Multi-purpose event center (MPEC).
- Adopt a capital improvement policy.

2. Audit Report

Director of Operations and Finance Blackhurst noted that Visit Estes Park's financial audit material distributed to the Board was included in the Town of Estes Park's Comprehensive Annual Financial Report (CAFR). In a telephone conversation with CliftonLarsonAllen, auditors for both the Town and Visit Estes Park, Campbell and Blackhurst were informed that the district's financial records and processes were in order and that no changes were being requested.

3. Financial Report

The monthly financial report was briefly reviewed.

4. Key Performance Indicators

Board members reviewed the May Key Performance Indicator report. Almond asked that RevPar be added as a reported statistic.

5. President & CEO Report

President & CEO Campbell reviewed the status of offering a "Request Lodging Information" option on VisitEstesPark.com. The functionality is in testing and will be identical to the previous version of the option. Lamson suggested that the option be available through the end of the year.

Campbell discussed a report showing VisitEstesPark.com site statistics from the first month of operations.

6. EALA Meeting 7/9/13

Lott said she had received questions about Visit Estes Park and the new website from a small number of people, and anticipated the evening meeting to be respectful. Palmeri shared with the board statement she planned to read.

7. Future Board Meeting Schedule.

Visit Estes Park Work Session August 6, 2013. 2 p.m. 1200 Graves Ave.

B. Any Other Business.

None.

C. Adjourn.

Suzy Blackhurst, Recording Secretary

Kathy Palmeri, Chair