



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Agenda

Wednesday, July 25, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Stefano Tomasello and Lowell Richardson

Also Attending: Claire Woodcock, Trustee Ken Zornes

Suzy Blackhurst, Interim CEO, Visit Estes Park
Shannon Davis, Interim CEO, Visit Estes Park
Wendi Bryson, Operations Manager, Visit Estes Park
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney

The meeting was called to order by Chair Sean Jurgens at approximately 1:10 pm.

PUBLIC COMMENT.

None

REPORTS.

1. Town Board Liaison Update – Trustee Zornes congratulated Visit Estes Park on the award for “Best Mountain Town” in Sunset magazine. He gave an update on the Town Board meeting from the night before in regards to the storm water discussion.
2. Kyle was not able to make it to the meeting to provide an update on Rocky Mountain National Park.

CHAIRPERSON'S MESSAGE.

Jurgens shared that there had been some question as to who was the current records custodian, and clarified that the records custodian was the Interim CEO Shannon Davis. Jurgens gave an overview of the primary actions items on the agenda and asked for a motion to approve. Richardson moved to approve the agenda as presented, Tomasello seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Davis shared some updates on the ad program going forward in print and digital. Blackhurst shared that Rachel Oppermann was in LA to promote Estes Park to tour operators specializing in the Asian markets in partnership with CTO. She gave an update of the closing of the Hwy 34 grant. Blackhurst gave an update on the audit of the 2017 financials. She then reviewed the financial reports included in the packet and explained that they were planning a detailed transaction review to verify that everything in 2018 was classified correctly.

POLICY DEVELOPMENT.

1. Blackhurst reviewed the second round of changes to the Employee Handbook requested by the board at the previous meeting along with two other changes to the language in the handbook recommended by staff after further review of the Town's policies. Jurgens moved to approve the additions and clarifications to the Estes Park Local Marketing District Handbook as presented, Gibson seconded. With no further comment, the motion passed unanimously.

2. Blackhurst reviewed some of the history of policy 12 and the questions that needed to be answered in revising policy 12. Chmil explained some of the rules and provisions in the state's statute in relation to the services outlined in Policy 12. Davis clarified that what the staff was proposing is to have a specific amount of space in the visitor guide set aside for national advertisers specifically related to the adventure market such as Osprey packs as long as the business is not in competition with local stakeholders. He continued to explain that the national advertisers would be charged a premium for the advertising. Jurgens moved to direct staff to update Policy 12 with the updates currently recommended by staff effective immediately, Richardson seconded. With no further comment, the motion passed unanimously.

PROGRAM REVIEW.

Blackhurst gave a brief presentation on the initial findings on the visitor profile study.

CONSENT AGENDA.

Richardson moved to approve all the minutes, Tomasello seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Jurgens pointed out that a new treasurer would be discussed at the next meeting, but in the meantime Richardson would be handling the responsibility.

EXECUTIVE SESSION.

Jurgens moved to into Executive Session for the purpose of conferring with our attorney for the purposes of receiving legal advice on specific legal questions related to personnel confidentiality under Colorado Revised Statutes, Title 24, Article 6, Section 402 at subsection 4(b), Richardson seconded. The board entered into Executive Session at approximately 1:50pm and resumed regular session at approximately 2:30pm.

ADJOURN.

Jurgens adjourned the meeting at approximately 2:40pm.



Wendi Bryson, Recording Secretary

DATE:

8/22/18



Sean Jurgens, Chair

DATE:

8/22/18