



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes August 5, 2014

Board Members Attending: Bill Almond, Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake

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

Ron Norris, Trustee, Estes Park Town Board
Frank Lancaster, Town of Estes Park Administrator

Public Comment. None

Board Comments. None

A. Action Items:

1. Policy 20-Delinquent Payment Policy revisions

Elizabeth Fogarty reviewed a suggested addition to the policy approved by the board that more fully describes the scope of Visit Estes Park services provided through the collection of the 2% lodging tax. The recommended phrase states, "as the Visit Estes Park tax revenues do provide support for all Visit Estes Park marketing services named." Lynette Lott moved the phrase be added to Policy 20. Lindsay Lamson seconded the motion. The motion passed unanimously.

2. Town of Estes Park Event Coordinator

After noting that she had met with Frank Lancaster and Bo Winslow, Director of Community Services for the Town, Visit Estes Park President & CEO Fogarty introduced Lancaster to the board. He said that while it is unusual for a Town to have a position such as that which has been proposed, he will recommend approval of funding for the position this fiscal year so an individual can be hired as soon as possible. Lancaster also asked that Visit Estes Park provide a more direct partnership in marketing events. Specifically, he asked Visit Estes Park to replace brochure racks at the Visitor Center with informational kiosks.

Trustee Norris recommended that Visit Estes Park include information about the use of kiosks in the upcoming Operating Plan as well as information about the cost of kiosks and other ideas for partnering with the Town in marketing.

Norris suggested the Visit Estes Park Board provide the Town Board with a statement of support for providing kiosks. Board members all voiced support for the proposal.

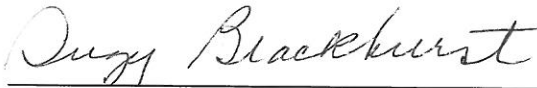
The recommendation to hire an Events Coordinator will be considered by the Town Board on August 26.

B. Discussion Items and Reports

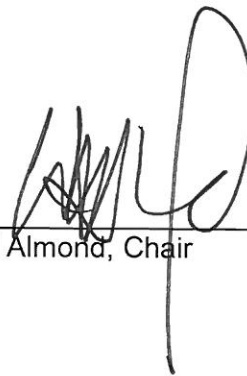
1. Town of Estes Park Trustee Liaison Report – Ron Norris

In a liaison report, Town Trustee Ron Norris said Elizabeth Fogarty will provide a presentation to the Town Board at its next meeting. Also expected to be heard is a report from Bo Winslow on event benefits.

C. Adjourn



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair