



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Work Session Notes August 5, 2014

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

Also Attending: Ron Norris, Town of Estes Park Trustee
Visit Estes Park President & CEO Elizabeth Fogarty
Visit Estes Park Director of Operation & Finance Suzy Blackhurst

A. Discussion Items:

1. Board of Directors Strategic Plan: Governance Model.

Board members discussed elements of the 2012-2014 Strategic Plan related to Board Governance. Among the conclusions:

- It was recommended that two to four times a year the board review how it is doing.
- Succession Planning – Jon Nicholas recommended discussing with the Town Board the need for Visit Estes Park to be involved in board selection. Trustee Norris suggested that having criteria for membership would be helpful.
- Lindsay Lamson suggested including a more complete outline about functions of the board during board orientation.
- Board members suggested that a section on “Organizational Ownership” be completely rewritten.

Suzy Blackhurst, Recording Secretary

Bill Almond, Chair