



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Board Work Session Notes August 6, 2013

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

Also Attending: Visit Estes Park President & CEO Peggy Campbell
Staff: Suzy Blackhurst

B. Discussion Items:

1. Introduction of Kellen Schaffer

New staff member Kellen Schaffer, Digital Communications Manager, was introduced to the board. She gave an overview of the newly implemented social media Getaway Contest. She said the first giveaway promotion was very successful, with 155,374 individuals having been exposed to the contest and Estes Park.

2. Bylaws amendment: Section 204 b Board of Directors vacancies

In working with Town of Estes Park Mayor Bill Pinkham to appoint a replacement member for resigning chair Kathy Palmeri, Visit Estes Park learned its bylaws conflicted with that in an Intergovernmental Agreement between the Town and Larimer County that created the Local Marketing District. A subsequent change in the bylaws to bring them into agreement with the founding IGA was discussed. Chair Palmeri suggested a Consent Agenda for the regular board meetings be developed for items such as the bylaw change.

The board vacancy has been posted on the Town's website, and will be advertised by the Town. President & CEO Campbell said she had been working with the Town in crafting a press release about the vacancy and Chair Palmeri noted that a selection team consisting of John Phipps, Mark Elrod, Frank Lancaster and Jackie Williamson (facilitator) had been named. Deadline for applications is August 19.

3. Alcohol Governance Policy

Board members recommended that a suggested policy dealing with alcoholic beverage consumption be removed from the list of governance policies. It was suggested that the third paragraph of the policy draft ("Unless conducting Visit Estes Park business, Visit Estes Park does not pay for any purchase of alcohol") be added to the Employee Handbook.

4. Supporting Destination Enhancements Policy
Board members suggested making changes to verbiage for inclusion in a proposed policy and requested that the resulting policy be included on the consent agenda for the Aug. 20 meeting.
5. Winter Festival
Winter Festival organizer Elizabeth Fogerty has let the Visit Estes Park Board of Directors know that the festival has outgrown her time availability. Board members discussed topics such as the need for the event, the potential need to hire an event organizer and who would be the sponsoring agency, who should fund and coordinate events, events measurements and the need for events results criteria. It was determined that strategic planning surrounding Winter Festival likely is needed. Staff will organize a meeting including Town Administrator Frank Lancaster, Community Services Director Bo Winslow, Elizabeth Fogerty, Jon Nicholas, and Lynette Lott. Two town trustees also will be invited to the meeting.
6. Cash Flow Projections
Treasurer Webermeier distributed a cash flow projection outlining projected income and expenses through December that was developed by Visit Estes Park's accountant, Kathy Ashe. During around-the-table reporting on the status of business, the consensus was that business was down in June, but up in July.

Information Documents:

1. Board members reviewed the July 30 key indicators report.

Suzy Blackhurst, Recording Secretary

Kathy Palmeri, Chair