



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Minutes August 19, 2014

**Board Members Attending:** Bill Almond, Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

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

Ron Norris, Trustee, Estes Park Town Board  
Jim Pickering, Chair Estes Park Economic Development Corp.  
Paul Fishman

**Public Comment.** None

### **Board Comments.**

Lindsay Lamson thanked Elizabeth Fogarty for the preparation work she did prior to Thursday's public hearing before HUD and CDBG officials at Town Hall. Elizabeth also thanked Brooke Burnham for her assistance with talking points.

Jon Nicholas reported that to date 75 flood aid applications had been processed. \$7 million in losses have been reported; \$4 million in needs remain unmet.

### **A. Action Items:**

1. Approval of the Minutes from the July 15, 2014 Regular Meeting, August 5 special meeting, and the August 5 Work Session

Lindsay Lamson moved that the minutes from the July 15, 2014 Regular Meeting, August 5 special meeting, and the August 5 Work Session be approved as a group. Scott Webermeier seconded the motion. The motion passed unanimously.

2. Approval of 2013 and 2015 EDC Payments

Jon Nicholas recused himself from the meeting due to a conflict of interest based on his employment by the EDC. Following an extensive discussion about Visit Estes Park's support of the EDC, Visit Estes Park's inability to provide its contribution to the organization in 2013 and obligations for 2014 and potentially 2015, Scott Webermeier moved that Visit Estes Park pay the EDC \$10,000 now for the 2013 payment that is in arrears, and to make payment of the \$10,000 contribution for 2014 prior to the end of 2014. Lynette Lott seconded the motion. The motion passed unanimously.

3. Approval of Revised Mission & Vision Statement

Scott Webermeier moved that the revised mission and vision statement as developed in July be approved. Chris Wood seconded the motion. The motion passed unanimously. With the approved revisions the Mission and Vision Statements are:

**Mission:** Attract guests to the District through effective and efficient destination marketing and management in order to drive year-round economic growth.

**Vision:** To be a year-round tourism, group and event destination that supports our healthy mountain village with a balance of financial success, positive and memorable experiences for guests and quality of life for our community.

## **B. Discussion Items and Reports**

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

In his liaison report, Town Trustee Ron Norris said:

- Town sales tax receipts are up 6.1% year to date over 2013.
- County Commissioner Tom Donnelly will be in Estes Park along with regional economic development officers.
- Estes Park Town Board Trustees' annual meeting with counterparts in Grand Lake occurred August 18. Notable findings from that meeting included learning about Grand Lake's Rocky Mountain National Park Centennial celebrations; second homes in Grand Lake equal about 80% of housing while 40% of homes in Estes Park are second homes; Grand Lake is interested in the criteria Estes Park uses to rate events; employee housing issues are similar between the two communities
- On the agenda at the upcoming Town Board study session is a discussion about the proposed events coordinator and assistant town administrator positions.

2. Financial Report

Finance Director Suzy Blackhurst presented a written financial report. Board members asked that she provide details showing the amount of 2013 tax receipts included in reports of 2014 income and that the most recent bank account balances be included in monthly reports. The finance committee will develop a recommendation to approve allowing a staff person to have bank account information access so the most current balance information is available.

3. CEO Report

Elizabeth Fogarty spotlighted progress on a variety of projects, meetings and discussions underway including: Presentation to the HUD and CDBG representatives, discussion with Jeff Kraft regarding tourism grant allocation (regional verse town), the Estes Park FLAP grant, Town Event Coordinator, attendance at media reception in Denver, IGA, collaboration with the Estes Park Nonprofit Resource Center on their Mountain Strong video, finance meetings, Centennial discussions and planning including in-market opportunities, RTA, creation of the 2015 Operating Plan, Visitor Guide Sales, meetings with RTA, EPMC (Wellness Committee), EDC, DBP, EALA, Mayor Coffee Chat, County monthly meeting, Frank Lancaster, and Town Trustees.

4. Staff Reports on DMAI Convention

Kellen Toulouse and Kirby Hazelton gave brief overviews of key “takeaways” from their attendance at the July Destination Marketing Association International convention. Both thanked the board for the opportunity to attend the meeting.

5. Future Board Meeting Schedule

- a. October 7, 2014: Work Session
- b. October 21, 2014: Regular Meeting

**C. Adjourn**

*Suzy Blackhurst*

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Suzy Blackhurst, Recording Secretary

*Bill Almond*

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Bill Almond, Chair

*9/16/14*