



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Board Meeting Minutes August 20, 2013

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

Also Attending: Town of Estes Park Trustee Ron Norris
Visit Estes Park President & CEO Peggy Campbell
Staff: Suzy Blackhurst

Tony Beilat, Estes Park Marketing
Steve Kruger, Solitude

Public Comment: Tony Beilat recommended that stakeholders be able to obtain website statistics during their communications with Simpleview.

Board Comments: Bill Almond noted appreciation for Kathy Palmeri's work on behalf of Visit Estes Park.

Scott Webermeier repeated the sentiment about Palmeri's efforts, and spoke of the importance that her leadership skills had been to the organization.

Discussion: None

A. Action Items:

1. Approval of Minutes for the July 9, 2013 meeting.
Jon Nicholas asked that page 2 of the minutes be changed to show that the vote to provide \$10,000 to the Economic Development Council was 5-1-1. Scott Webermeier moved the corrected minutes be approved. Lynette Lott seconded the motion. Motion passed unanimously.
2. Approval of the Notes for the August 6, 2013 Work Session.
Scott Webermeier moved that Notes from the August 6, 2013 Work Session be approved. Jon Nicholas seconded the motion. Motion passed unanimously.
3. Consent Agenda.
Scott Webermeier requested that the amendment to the bylaws be removed from the consent agenda.

Webermeier moved that the remaining consent agenda item be approved. Bill Almond seconded the motion. Motion passed unanimously.

4. Bylaws Amendment.

Webermeier said because the purpose of proposed changes to the Bylaws is to bring the Bylaws into concurrence with language in the Town-Larimer County IGA that created the Local Marketing District, all references to Term of Office in Section 204 should be "appointment" and "reappointment" rather than "election" and "reelection." Bill Almond moved that all references to election and reelection be changed to "appointment" and "reappointment" in Section 204 (a) and that the proposed change to Section 204 (b) be approved. Jon Nicholas seconded the motion. Motion passed unanimously.

Board members expressed a desire to pursue having representation on a board appointment team be included in a future IGA with the Town of Estes Park.

B. Discussion Items and Reports:

1. Rocky Mountain National Park Update – Kyle Patterson

Kyle Patterson introduced Park Staff Barbara Hoppe, lead staff working on Rocky Mountain National Park's Centennial activities, and Rich Fedorchak, also integral to the Centennial planning efforts. The Park is preparing for a Sept. 4, 2014 Anniversary Kickoff event marking the 98th anniversary, and activities that will continue through 2016. A Centennial Calendar currently is being prepared as events and activities are planned. It was suggested that ideas for the celebration should be given to either Peggy Campbell or Bill Almond.

2. Town Board Update – Ron Norris

Ron Norris, Town Board liaison to the Visit Estes Park Board told the board that the MPEC is on track to be completed in the spring and that the Town Board recently met with Grand Lake elected officials where economic development and how the two municipalities can collaborate were discussed. Norris also talked about the Pro Challenge on Aug. 24. He noted that three applications for the Visit Estes Park Board position being vacated by Kathy Palmeri had been received. Applicants will be interviewed by a team that includes Frank Lancaster, John Phipps and Norris.

3. President & CEO Report

President & CEO Campbell told board members that the 2014 Operating Plan would be available for review at the September work session. She noted that the VisitEstesPark.com website is performing well. Board members agreed with the idea to redirect MarketEstes.org to the VisitEstesPark.com Partners page. She told the board that Jack Rabbit, the company providing the booking engine on the Visit Estes Park site, is now re-indexing all lodging availabilities every 2 hours rather than every 12 hours.

Lynette Lott noted that a meeting between EALA (Lynette and Lindsay Lamson), Visit Estes Park (Kathy Palmeri and Peggy) and the Bo Winslow of the Town of Estes Park, had been held. She noted that the Town now has 2 computers in the Visitor Center and that many of the Ambassadors are computer savvy. As President of EALA, Lott plans to send to the EALA membership a letter about the addition of the computers and the change in Jack Rabbit availability of indexing. She said President Campbell would review the letter before it is sent.

Campbell noted that a plaque signifying Visit Estes Park's being awarded accreditation had arrived and that a press release noting the information is being prepared.

Visit Estes Park is partnering with the Pro Challenge effort. One activity is providing the Street Mural.

Campbell is working with the parking garage designer by providing a 90-minute presentation on Brand Strategy.

She also told the board that about 18 lodging properties registered for email referral notifications, fewer than the number using the old website's system.

Campbell said there had been a request that notifications about board meetings automatically be sent to every stakeholder. Board members were specific in saying that the board prefers that individuals Opt In to the notification system.

4. "Changing of the Guard"

Almond complimented Kathy Palmeri on her role as Board Chair, and reaffirmed the desire to have her serve as the moderator during the Board's October strategic planning sessions.

5. Future Board Meeting Schedule.

Work Session September 3, 2013. 2 p.m. 1200 Graves Ave.

Regular Board Meeting September 17, 2013. 2 p.m. 1200 Graves Ave.

Regular Board Meeting October 1, 2013. 2 p.m. 1200 Graves Ave.

Board Strategic Planning Session I: October 15, 2013 10 am – 5 p.m.; Board Strategic

Planning Session II: October 16, 2013 9 am – 1 p.m. YMCA of the Rockies

B. Any Other Business.


Jon Nicholas introduced a concept to contact other local marketing districts and counties with lodging taxes collecting lodging taxes on a quarterly basis to learn opinions about the quarterly collection cycle. Board members supported Nicholas's idea to determine if there is interest in seeking monthly sales collections.

C. Adjourn.

Scott Webermeier moved that meeting be adjourned. Kathy Palmeri seconded the motion. Motion passed unanimously.



Suzy Blackhurst, Recording Secretary

 10/1/13

Bill Almond, Chair