

Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Work Session Notes September 2, 2014

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

**Also Attending:** Visit Estes Park President & CEO Elizabeth Fogarty  
Visit Estes Park Director of Operation & Finance Suzy Blackhurst  
Nick Molle'

### A. Discussion Items:

1. Review Draft 2015 Operating Plan.

President & CEO Elizabeth Fogarty reviewed with board members a draft of the 2014 Operating Plan. Board President Bill Almond asked all members to read their copies and provide feedback to Elizabeth by the end of the day on September 11. A final document will be provided to the board for formal approval during the September 16 meeting. It is anticipated that board members will receive the final document on Monday afternoon, September 15.

2. Discussion: future board member nominees – qualities needed, etc.

Among the qualities and concepts desired in a Visit Estes Park Board member mentioned were:

- Time and availability to serve
- Is there a niche to be filled?
- Length of time in the community
- Advocate for tourism

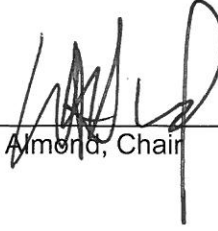
Board members questioned the Town's timeframe for selection of board members and asked Chairman Bill Almond to discuss with Liaison Ron Norris Visit Estes Park's desire to be included in the upcoming selection and interview process.

3. Staff Reports: DMAI Conference Takeaways (B. Burnham, E. Fogarty)

Brooke Burnham and Elizabeth Fogarty gave brief overviews of key takeaways from their attendance at the July Destination Marketing Association International convention.

*Suzy Blackhurst*

Suzy Blackhurst, Recording Secretary



9/16/14

Bill Amend, Chair