

Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting September 6, 2016 Minutes

Board Members Attending: Karen Ericson, Lindsay Lamson, Morgan Mulch, Adam Shake, Scott Webermeier

Also Attending: Rocky Mountain National Park Public Information Officer Kyle Patterson, Town of Estes Park Trustee Cody Walker; Carrie Arnold, Deer Crest on Fall River; Ken Arnold, Deer Crest on Fall River

Elizabeth Fogarty, President & CEO
Suzy Blackhurst, Visit Estes Park (VEP) staff

The meeting was called to order by Chair Scott Webermeier at 2:00 pm

Public Comment: None

Board Comment: None

A. Action Items

1. Approval of Minutes from the August 16, 2016, Board Meeting

Lindsay Lamson moved the minutes from the August 16, 2016 meeting be approved. Jon Nicholas seconded the motion. The motion passed unanimously.

B. Discussion of Items and Reports

1. Town Board Liaison Report –Cody Walker

Walker noted that the joint county-town Vacation Home Task Force recently presented its final report during a special session of both boards. Based on the task force's recommendations, Town staff was directed to draft code language. However, Walker said still at issue is enforcement of a future ordinance.

At its next meeting, the town board is expected to consider a resolution to approve the annual Sidewalk Sale. Walker said he intends to recommend the approval be provided for multiple years to save staff time every year and provide continuity for the annual event. Also before the board is a resolution with the Colorado Department of Transportation to install dynamic messaging signs on US Hwy 36. Walker also suggested Visit Estes Park might want to address signage that recently read "Park Full." Also, Trustee Walker mentioned Visit Estes Park might want to participate in discussions related to advertising signage on shuttles.

Board members addressed issues with advertising the Sidewalk Sales as a "Surprise" sale. Chair Webermeier said the terminology could be interpreted as a "going out of business" sale. Ericson said the sale is popular and that customers continue to ask for dates of the sale. Lindsay Lamson suggested repackaging the event to make it part of a fall celebration. Elizabeth has been in touch with Charley Dickey about the poster for this year. Morgan asked that the board direct the CEO to provide summary communication to Walker suggesting the event be renamed.

2. Rocky Mountain National Park Report – Kyle Patterson

Patterson announced that Darla Sidles has begun her third full week as RMNP Superintendent and she hopes to introduce Sidles to the board at a meeting in the near future. On behalf of Sidles, Patterson thanked Visit Estes Park for the floral arrangement sent to welcome her to Estes Park.

Patterson said park personnel are investigating the origin of the “park full” signage over Labor Day weekend. She assured the board that the message was not supplied by the Park. She also reminded board members that park attendance was 54% higher on weekends than weekdays last year. She noted that access was restricted to Bear Lake and Wild Basin all three days of the holiday weekend.

3. Review of the 2017 Visit Estes Park Operating Plan – President & CEO Elizabeth Fogarty

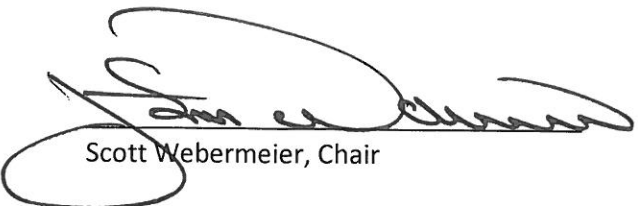
Fogarty distributed draft copies of the 2017 Operating Plan and highlighted new and trending directions in the tourism industry. She shared that keeping the report comprehensive, even though it is rather lengthy, continues to be important as it assists the community in understanding what VEP does, explains research that guides VEP strategies, and reveals trends that help define future initiatives. In her review she discussed research, anticipated outreach to the public regarding accessibility to Estes Park during the US Hwy 34 construction period, monitoring of vacation home rental tax collections with Colorado Dept. of Revenue, growing marketing opportunities for local businesses, virtual reality, data mining, reaching Generation Z, the development of the Estes Park product, and State of Colorado initiatives. She noted that the plan projects a 3% decline in tax revenues in 2017. Line item detail of the budget will be developed for approval in November.

C. Adjourn

Lamson moved the meeting be adjourned. Adam Shake seconded the motion. The motion passed unanimously.



Suzy Blackhurst, Recording Secretary



Scott Webermeier, Chair

DATE: 10-4-2014

DATE: 10/4/14