



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

# Board of Directors Special Meeting Minutes

Monday, September 17, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Stefano Tomasello and Lowell Richardson

Also Attending: Claire Woodcock and Trustee Ken Zornes

Kevin Benes, CFO, Visit Estes Park

Wendi Bryson, Operations Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

## PUBLIC COMMENT.

None

## CHAIRPERSON'S MESSAGE.

Jurgens gave an overview of the primary action item on the agenda and asked for a motion to approve. Richardson moved to approve the agenda as presented, Gibson seconded. With no further comment, the motion passed unanimously.

## POLICY DEVELOPMENT.

Nicole Newman, Vice President of SearchWide Global gave a presentation on the process that they use to source executive level talent specifically for travel, tourism, hospitality, lodging, convention, trade associations, venue management and experiential marketing industries. She went over the timeline and what the various steps would involve. She also shared that, if for some reason the final candidate does not work out within the first year, Searchwide Global will restart the search at no additional cost. She explained the timeline, and what areas could potentially cause delays. Gibson asked when the process could possibly kick off and Newman shared that she was available to start things off the first week of October.

Jurgens moved to approve the executive search proposal with SearchWide Global, Gibson seconded. Richardson asked for more detail on the pricing model for this firm. Gibson explained that the pricing structure could be done two different ways. It could be based on roughly 30% of the starting salary or a flat fee consisting of an average between the upper and lower ends. Richardson wanted to know the three most recent entities similar to VEP. Gibson shared that the three she talked to that were very recent were Visit Denver, Aurora and Travel Marquette. They are all very happy with the SearchWide services. Richardson expressed concern about scheduling and if they would be able to work with the Boards schedule. Gibson shared that with them providing the schedule ahead of time that it should be easier to plan ahead and make themselves available. Richardson asked to clarify that SearchWide would be doing the majority of the work for the board, and Gibson agreed. With no further comment, the motion passed unanimously.

## BOARD COMMENTS.

None

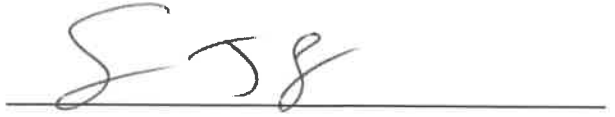
ADJOURN.

Jurgens adjourned the meeting at approximately 2:00pm.



Wendi Bryson, Recording Secretary

DATE: 9/26/18



Sean Jurgens, Chair

DATE: 9/26/18