



Visit Estes Park
The Destination
Marketing Organization
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Board of Directors Regular Meeting Minutes

Wednesday, September 26, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Lowell Richardson and Pat Murphy

Board Members Absent: Stefano Tomasello

Also Attending: Kyle Patterson and Claire Woodcock

Shannon Davis, Interim CEO, Visit Estes Park
Kevin Benes, CFO, Visit Estes Park
Wendi Bryson, Office Manager, Visit Estes Park

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

PUBLIC COMMENT.

None

REPORTS.

Patterson shared that the Park's visitation for August was up 2%, up 2.5% year to date and up 29% from the same month in 2014 to give some perspective. She spoke about the fee free day PR coverage and volunteer project participation coverage. She gave an update on the elk poaching incident investigation. She shared information on the fall transition of Old Fall River Road and an update on a prescribed burn around the Beaver Meadows Entrance.

CHAIRPERSON'S MESSAGE.

Jurgens explained that Trustee Zornes was no longer the town liaison due to the new board appointments. He then gave an overview of the primary actions items on the agenda and asked for a motion to approve. Gibson moved to approve the agenda as presented, Richardson seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Davis gave an update on the 2019 Operating Plan work done with the consultant Sandy Hall and asked the Board if they had any questions regarding the changes made at the recommendation of the consultant. He then mentioned that the date for the audit review was rescheduled for October 16th due to a scheduling conflict.

CFO.

Benes gave an update on the policy review efforts in conjunction with the governance committee. Jurgens verified that the governance committee was Gibson and himself. Benes reviewed the budget and gave an update on the contingency question proposed at the last meeting. He briefly reviewed the financial reports and touched more specifically on the advertising and personnel line items. Richardson expressed concern about the SearchWide Global cost coming from the personnel line on the budget, but Benes explained that is where it has to come from since it is for staffing. Benes went on to explain that the reason the necessary funds are available is due to how understaffed the organization has been in 2018. Gibson clarified that the expectation was to be fully staffed by the end of the year, and Benes agreed. Gibson expressed concern regarding the fund reserves and described them as "parking money," and asked if we had looked into other options that might be a better fit. Benes shared that he

was already looking into other options that would allow the reserves to earn a better interest rate. Benes shared that some of the feedback from the community was a lack of transparency in some of the billing from our vendors, so he and Davis had met with some of the larger vendors to discuss solutions to provide more detail in the invoices moving forward.

POLICY DEVELOPMENT.

1. Jurgens moved to approve the 2019 Operating Plan, Gibson seconded. With no further comment, the motion passed unanimously.
2. Benes asked if the Board would a few changes that had been discussed added to the policy. Gibson agreed that a minimum posting length of 2 weeks needed to be added and Richardson recommended that the language that a Board Member could take the place of a staff member on an interview committee should be changed to that they can observe but not participate. Gibson and Jurgens both agreed with Richardson. Richardson moved to approve Policy 27 with the suggested changes, Gibson seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

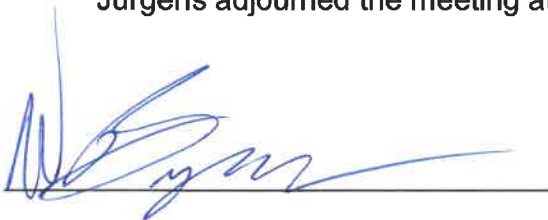
Gibson moved to approve the minutes, Jurgens seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

Gibson shared that October 2nd was the date for the CEO needs assessment and that they were making progress on getting the appointments set up. Jurgens asked if there was a way for community members to send their thoughts to the SearchWide consultant. Gibson offered to forward on any comments sent to her since she is coordinating everything or they could email Nicole directly. Richardson shared that the condos at Mary's Lake Lodge is being taken over by SkyRun.

ADJOURN.

Jurgens adjourned the meeting at approximately 1:30pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 10/24/2018

DATE: 10/24/18