



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Board Meeting Minutes October 1, 2013

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

Also Attending: Suzy Blackhurst, Staff
Brooke Burnham, Staff
Ron Norris, Town Board Trustee Liaison

Stakeholders Kathy Kovchevar, Tony Beilat, Cindy Lidell

Public Comment: None.

Board Comments: None.

Discussion: Estes Valley Library District Ballot Proposal, Presented by Marjorie Hancock & Claudine Perrault, Estes Valley Library

A. Action Items:

1. Approval of Notes for the September 3, 2013 Work Session.
Scott Webermeier moved to approve the September 3, 2013 Work Session notes. Jon Nicholas seconded the motion. Motion passed unanimously.
2. Approval of Minutes for the September 17, 2013 meeting.
Scott Webermeier moved to approve the September 17, 2013 regular board meeting. Chris Wood seconded the motion. Motion passed unanimously.

B. Discussion Items & Reports

1. Rocky Mountain National Park update
With the Federal Government shutdown having begun, Kyle Patterson was unable to attend the meeting.

Given the closure of Rocky Mountain National Park, Brooke Burnham, Director of Communications & Public Relations said promotion efforts would direct visitors to contact local outfitters who could provide recommendations for hiking and other outdoor activities.

2. Town of Estes Park Update – Liaison Ron Norris
Norris provided a report covering Town of Estes Park flood responses, resulting implications of the disaster, and resulting recovery efforts.

3. \$500K Reserve

Treasurer Scott Webermeier recapped how the \$500,000 working capital reserve has been used since the inception of the Local Marketing District. Normally, third quarter sales tax collections exceed any funds used for cash flow purposes. Because of the flood, it was noted that sales tax collections for the third quarter were not anticipated to meet budgeted amounts. Bill Almond suggested a discussion about finding ways to cut costs without cutting marketing might be needed. Jon Nicholas said it might be possible to obtain economic development or other grant funding.

Lindsay Lamson questions website ad sales approaches, given the flood situation. Kathy Kochevar spoke of her experience with a sales person and requested Visit Estes Park provide communication about the status of advertising sales through DTN.

4. Summary of Sept. 24 meeting – Brooke Burnham

Brooke Burnham presented an overview of a meeting of partners at which recommended methods to promote Estes Park were discussed. Participants included Cultivator, Turner PR, and Estes Park tourism industry leaders.

5. Update of media coverage – Brooke Burnham

Brooke Burnham presented an overview of the media coverage Visit Estes Park obtained for the area since the flood

6. Financial Reports

Pre-flood financial reports were distributed, but not discussed.

7. Future Board Meeting Schedule

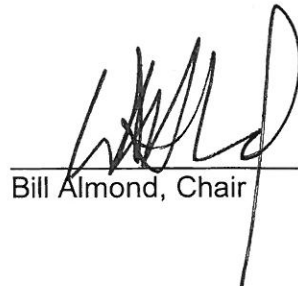
October 15: 10 a.m. to 5 p.m. – Strategic Planning, YMCA of the Rockies

B. Adjourn.

Jon Nicholas moved the meeting be adjourned. Scott Webermeier seconded the motion. Motion passed unanimously.



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair

11/12/13