



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Strategic Planning Work Session October 15, 2013

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

Also Attending: Town of Estes Park Liaison Ron Norris
Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park staff Suzy Blackhurst, Brooke Burnham, Kirby Nelson

1. Financial Recovery

Grants and loans staff is pursuing were outlined: SBA, Town of Estes Park Community Colorado Foundation of Northern Colorado, and the Economic Development Administration. Board members advised that the pre-flood Operating Plan expense level of \$1,782,950 be maintained. Discussed was the need to meet with other officials: the Town, County Commissioners

2. Website

Jon Nicholas suggested obtaining newspaper coverage about how well the website is performing

For a decision at the January or February board meeting, there needs to be a definition of what changes (if any) will be made to feature listings and/or what changes there will be to pricing for web listings. It was noted that the majority of listings are enhanced; some are featured. Any changes made will affect income. Because the demand for featured listings appears to be significant, Peggy Campbell said a lottery is one option that could be considered. Lindsay Lamson said the website was meant to be self-funding. Monthly stats showing website performance will be distributed to the board.

3. Estes Park's Tourism Future

Among the topics the board discussed in a brainstorm fashion: new opportunities, tourism product support, positioning, Estes Park's relationship with the CTO, need for events, 100th Anniversary of Rocky Mountain National Park

Discussed was the need for a small group – two representatives from the town, two from Visit Estes Park and two from the EDC – to meet. Desired participants named were Bill Almond and Peggy Campbell from Visit Estes Park; Mayor Bill Pinkham and Frank Lancaster from the Town of Estes Park, and Jon Nicholas and Jim Pickering from the EDC. Bill Almond offered to determine details for a meeting where the agenda will include tourism and recovery planning, funding Visit Estes Park, and how to work together for long-term good.

4. Committees Assignments

Executive: Bill Almond, Jon Nicholas, Scott Webermeier

Advocacy: Adam Shake, Jon Nicholas

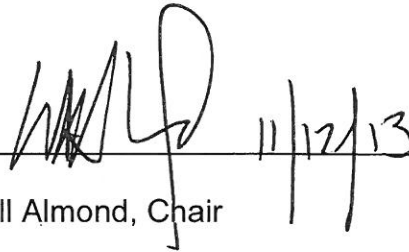
Board Development & Governance: Chris Wood, Lynette Lott

Finance: Scott Webermeier, Lindsay Lamson

Tourism Recovery: Bill Almond, Adam Shake



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair