



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Minutes October 20, 2015

**Board Members Attending:** Karen Ericson, Lindsay Lamson, Jon Nicholas, Adam Shake

**Also Attending:** Town Trustee Ron Norris  
Rocky Mountain National Park Public Information Officer Kyle Patterson  
  
Elizabeth Fogarty, President & CEO  
Visit Estes Park Staff Suzy Blackhurst

**Public Comment.** None

**Board Comments.** Lindsay Lamson asked if there might be an alternate date to November 17 for board members to conduct their annual planning meeting as he will be in transit that day. No alternate dates were identified.

**Public Comments 2016 Budget.** None

### **Presentation on an Urban Renewal Authority.**

Paul Fishman presented information to the board about forming an urban renewal authority. Fishman has asked several individuals, including Town Administrator Frank Lancaster, Developer Frank Theis, Realtor Thom Widowski, and Stan Black if they would form a committee to explore options, and asked Visit Estes Park to have a representative on the team. Other taxing districts also will be asked to join the effort. No immediate action was taken on the request.

### **A. Action Items**

#### **1. Approval of Minutes from the October 6, 2015 Board Meeting.**

Karen Ericson moved that minutes from the October 6, 2015 meeting be approved. Adam Shake seconded the motion. Jon Nicholas noted that he did not participate in a referenced August 2014 discussion dealing with the EDC, but he shared the minutes with EDC Chair Jim Pickering who said he remains confused. The motion passed unanimously.

### **A. Discussion Items and Reports**

#### **1. Rocky Mountain National Park report – Kyle Patterson**

Patterson said increased visitation has continued through October. Based on traffic seen the past few weekends, the Park will be bringing in the hiker shuttle for weekend runs. However, she noted that staffing is a challenge as staff shrinks during a time when increased visitation is experienced. She noted that extra fees being collected through increased admissions does not add to the Park's base budget; it must be used for specific projects.

In a film project, Humana Health filmed "senior skip day" in the park as a promotion for senior citizens to go to the park for free. As a National Park Service Foundation partner, Humana will be promoting nature prescriptions. Another film project, Rock the Park, which was a cable offering last year but now is on ABC, also came to Rocky this year. Patterson noted that in working with the production company, they allowed the

company to film Lumpy Ridge excursions so long as the focus was on waste bags and leave no trace principles. She said it was a great example of how the park can work with film productions, and added that no drones were allowed. A criminal conviction for a murder that took place in the park also is resulting in more film requests occurring.

2. Financial Report

CEO Fogarty presented the financial report that shows August receipts are 5.1% higher than they were in August 2014. The year to date increase is 18.23% higher through August.

3. Key Indicators Report

The board reviewed the Key Indicator Report. Updated Town of Estes Park reports have not been received. Fogarty noted that the report would be updated once the data has been received.


4. CEO Report

Fogarty announced that:

- Both the Estes Area Lodging Association and Visit Estes Park had submitted formal letters of support for the community center ballot measures.
- The Arts District is seeking board members.
- The next IGA (Intergovernmental Agreement) meeting will be held in mid to late November.
- The Economic Development Corporation was asked to endorse The Stanley Hotel's theater project to the RTA. As the endorsement was only for the Stanley portion of the full proposal, the EDC voted for its endorsement, which included VEP's vote of support.
- She has been in touch with Commissioner Tom Donnelly and will be presenting the Operating Plan to the commissioners on Oct. 27. She and Donnelly also have discussed the request for \$25,000 in county funding.
- There will be a surplus supply of 2015 Visitor Guides. The extra guides will be provided to fourth grade students throughout the state with a letter championing their eligibility for free entrance to Rocky Mountain National Park.
- A separate VEP advertising brochure will be delivered once again with the Colorado Vacation Guide mailings in 2016. The brochure will be a higher quality production than that in 2015, and content will be based on levels of adventure.
- Quarter page ads placed in local newspapers will encourage people to submit their events through VisitEstesPark.com.
- New website modules available include geo-targeting and dynamic content. VEP continues to invest in the website, since traffic and conversions continue to increase.
- VEP continues to work with the Estes Park Visitor Center in helping staff understand how the Jackrabbit referral system works.
- SBDC has scheduled an Oct. 27 class on enlisting employees as brand champions
- During an intergovernmental meeting last week, the school requested assistance in organizing suicide prevention activities.
- The YMCA has had success with a gap kids program where parents provide payment for their young adults to participate in a work training program, an example of how different businesses are getting creative in filling staffing needs.
- Michael Bodman attended an Enterprise Zone meeting.
- The proposed town Vacation Home Rental License Moratorium has been withdrawn.
- The first draft of tax and income projections has been provided to Treasurer Scott Webermeier. Following his review and input, the information will be presented to the board.

Fogarty also discussed the VEP proposal for providing town events promotion services. The proposal is not a case of VEP asking for money. Rather, during the first IGA meeting between the Town and VEP, the town asked VEP to submit a plan for events marketing, including costs for services. Visit Estes Park's mission and strategy is about the entire destination. Events normally have their own events promotion budgets, which is different than destination marketing. Fogarty noted that VEP has been absorbing the costs associated with all the town's events promotions, but it is quickly cannibalizing the destination marketing budget so a balance must be reached. The proposal that VEP submitted to the town detailed a \$94,000 cost to the town for services executed with VEP contributing \$154,000 to make the whole event promotion proposal work. Board members Bill Almond, Lindsay Lamson and Steve Kruger will be attending the Town Board's work session.

  
Suzy Blackhurst, Recording Secretary

  
Bill Almond, Chair