



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes October 21, 2014

Board Members Attending: Bill Almond, Lindsay Lamson, Jon Nicholas, Adam Shake, Scott Webermeier

Also Attending: Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Trustee, Estes Park Town Board
Bob Holcomb, Town Trustee
Kyle Patterson, Rocky Mountain National Park
Karen Erikson
Tony Bielat
Paul Fishman

Public Comment. Paul Fishman addressed the board with his thoughts about the FLAP grant and the coinciding need for parking and signage. He asked the board to advocate for parking.

Tony Bielat requested referrals to any positions in marketing or management.

Board Comments. Adam Shake talked about the NEPA (National Environmental Policy Act) study that is being conducted in conjunction with the town's FLAP grant.

A. Action Items:

1. Approval of the Minutes from the September 16, 2014 Regular Meeting.
Lindsay Lamson moved that the minutes from the September 16, 2014 Regular Meeting be approved. Scott Webermeier seconded the motion. The motion passed unanimously.
2. Approval of the Notes from the October 7, 2014 Work Session.
Scott Webermeier moved that the notes from the October 7, 2014 Work Session be approved. Lindsay Lamson seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. Rocky Mountain National Park Report – Kyle Patterson

- Increased entrance fees are being proposed for Rocky Mountain National Park. They include a \$20 day pass, 2-7 day pass for \$30; and an annual pass specific to RMNP for \$50 in 2015 and \$60 by 2017. Chairman Bill Almond suggested Visit Estes Park write a letter of support for the fee structure. No formal vote was taken but a straw poll showed the five members in attendance supported the idea.
- September visitation was up 112%
- The work to rebuild Fall River Road following September 2013 flooding has been completed. It is expected to open to vehicular traffic on July 4, 2015.

2. Town of Estes Park Trustee Liaison Report – Ron Norris

In his liaison report, Town Trustee Ron Norris said:

- Five applications have been received for the two open positions on the Visit Estes Park Board of Directors: Chris Wood, Lindsay Lamson, Betty Hamilton, Raynor Schelp and Karen Erikson. Interviews will be scheduled soon. Ron and Trustee Holcomb will serve on the panel with one advisor from the existing Visit Estes Park Board.
- NEPA studies are a very slow thorough process.
- There will be a webinar on Affordable Housing in Resort Communities on November 13 at noon. Anyone wanting Colorado Municipal League information about the issue should contact Meghan Dollar at mdollar@cml.org.
- A WAPA Open House and Public Hearing on new power supply lines into Estes Park will be held on October 30.
- The Community Development committee meeting will include the Visitor Center quarterly report.
- Results from the citizens survey will be discussed at a future Town Trustee work session.
- A vote on Visit Estes Park's Operating Plan will be held during the Town Board's regular meeting on October 28.

3. CEO Report – Elizabeth Fogarty

CEO Elizabeth Fogarty detailed activities undertaken by the staff and her during the past two weeks. Among the topics covered were:

- A day-long marketing strategy session with advertising, media and public relations partners was held in Denver on Oct. 13. A second session, with just Backbone, is scheduled for Oct. 27 in Carbondale at the offices of Backbone Media.
- Elizabeth attended a pre-budget session and budget hearing of the Town of Estes Park. Touch screens at the Visitor Center were discussed, as well as events and the LMD's \$25,000 request for investment from the Town Board to the organization.
- Visit Estes Park has been notified that spouses will not be covered under the Town health insurance plan in 2015. Assistance is being provided by the Town and VEP to help with the transition.
- Visit Estes Park submitted additional information as requested by CDBG-DR. We are waiting to hear from Jeff Kraft what the next steps will be.

- Event Coordinator interviews will be conducted the week of October 27. Staff member Kellen Toulouse has been asked to participate on the interview team.
- Visit Estes Park and Grand Lake will be submitting to the Colorado Tourism Organization a joint marketing grant request to highlight regional tourism between the two destinations.
- Elizabeth requested feedback from the board concerning her being considered for membership on the executive board of the Economic Development Corporation following the EDC's decision to increase board positions from eight to nine seats. The board supported her candidacy for the position.
- The Association Forum will be held on Nov. 11.
- Elizabeth Fogarty spotlighted progress on a variety of projects, meetings and discussions underway including: Elizabeth Fogarty spotlighted progress on a variety of projects, meetings and discussions underway including: Operating Plan, CDBG-DR, Larimer County, EDC Meeting, FLAP Grant, Event Coordinator, Winter Festival, Fiber Festival, Duck Race, Face of Fibre, Western Heritage, Visitor Guide Ad Sales, RTA, Regional Tourism, Grand Lake, Front Range, CTO, Simpleview, Responsive Design, CTO, Wellness Committee, Ebola, Association Forum, In-Market Social Media Centennial Piece, Key Indicators, Lodging Report, Kathy Asche, Western Heritage Event, EALA, DBP, EDC, EVPC, Wellness Committee, Governor Hickenlooper & CDOT Presentation, Media Training, EDA, Commissioner Donnelly, Volunteer Luncheon, Centennial, Town Board Work Sessions And Board Meetings.

4. Advocacy Committee: Report of Findings and Action Steps

Board member Adam Shake distributed a draft matrix showing board and staff involvement in community organizations. Board members were asked to provide feedback and corrections to the document. One use of the matrix will be to define where overlap exists and avoid that so our advocacy can be maximized across multiple channels and organizations, instead of duplication. He also said that the committee sees advocacy as a priority, particularly as it pertains to the EDC and Visit Estes Park.

5. Board Discussion – WAPA Environmental Impact Statement: Power Line Rebuild

Elizabeth briefly described the power line project, noting that an open house and public hearing would be held on Oct. 30. Trustee Norris said he would attend and will share his comments with the board. The power lines along the lake on Hwy 36 are not part of this project.

6. Other Business

- Chairman Almond requested volunteers for the team interviewing potential Visit Estes Park Board of Directors. Trustee Norris noted that the Visit Estes Park Board member participating would not vote for a candidate. Instead the individual serving on the interview team will be an advisor to Trustees Ron Norris and Bob Holcomb if there are questions. Scott Webermeier, Adam Shake and Jon Nicholas said they could serve, depending on the date when interviews occur.
- Scott Webermeier said the executive committee had revised the general budget approved in September to include a \$200,000 strategic reserve.

- A determination as to whether the November 4 meeting of the board would be a special meeting or a work session will be made by Bill Almond and Elizabeth Fogarty. Almond and Webermeier will be unable to attend the meeting.

C. Adjourn



Suzy Blackhurst, Recording Secretary



Jon Nicholas, Vice Chair