



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting Minutes October 23, 2015, 2 pm

Board Members Attending: Bill Almond, Karen Ericson, Steve Kruger, Lindsay Lamson, Adam Shake, Scott Webermeier

Attending by Conference Call: Town Trustee Ron Norris

Staff Attendance: President & CEO Elizabeth Fogarty
Suzy Blackhurst

Public in attendance: None

Chair Bill Almond said he called for the special meeting, saying since Wednesday's (October 21) Town budget hearing and based on conversations since that meeting, it appears a request for \$94,000 to promote Town-sponsored events has been misrepresented. Almond said VEP has an obligation and needs to fine-tune messaging that accompanies the request, and formalize board input. Almond read the VEP Mission and Vision Statements, recapped approved 2015 goals for the President-CEO and referred to the state statute detailing allowed activities of Local Marketing Districts that the District "may" do. Given that the VEP Operating Plan will be discussed by the Town Board at its October 27 work session, Bill asked board members how best to clarify the District's position regarding the \$94,000 proposal for events marketing.

Adam Shake noted that the VEP board is not asking the Town for support money, but instead is offering a proposal to the Town, requested by the Town, as a solution to their event promotion needs. Concluding that if the board declined the event funding request, that VEP would determine how to spend tax dollars through their destination marketing lense within what the statute allows.

Karen Ericson said the board did not want to turn the situation into an adversarial relationship, but if the town wants VEP to invest in events marketing, it would need to pay for those services.

Adam Shake pointed out that Visit Estes Park is not an Events Marketing Organization, but a Destination Marketing Organization.


Ron Norris said it was likely that VEP needed to clarify its position with the public. He added that he believes there is confusion between destination marketing and event marketing. He said town board members have an expectation that VEP will market town events.


Lamson said VEP's primary mission is to fund DMO activities. He noted that the Town formally asked for a proposal for marketing its events at the last IGA meeting on Sept. 3, 2015,, and that was provided.

Almond recapped comments from board members by saying Visit Estes Park is a DMO, not an EMO, and the proposal is an offer to provide event promotion services for the town with a maximum return on the Town's investment. He said by the Tuesday Work Session Elizabeth, would prepare a written statement relaying that message.

Fogarty thanked the board for being involved in the discussion, and for having a clear understanding of the responsibilities of the District. Fogarty concluded that this was an example of driving the organization forward and clearly defining rolls through the board's advocacy efforts, in partnership with the staff.

Shake moved the meeting be adjourned. Kruger seconded the motion. The motion passed unanimously.


Elizabeth Fogarty, Recording Secretary
Suzy Blackhurst


Bill Almond, Chair