



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting Minutes

Tuesday October 6, 2020 at 6:00pm
Conference Room 1751 N. Lake Ave

Board Members Attending: Chair Person Deborah Gibson, Vice Chair Sean Jurgens, Treasurer Tonya Humiston, Secretary Pat Murphy, Trustee Marie Cenac, Trustee Scott Webermeier, and Director McShann Walker

Also Attending:

Kevin Benes Vice President & CFO, Visit Estes Park
Krystin Campion, Executive Admin Assistant
Josh Harms Marketing Manager
Abigail Huebner Director of Stakeholder Services
John Chmill Estes Park Local Marketing District Attorney

Meeting was Called to order By Chair Person Deb Gibson at approximately 6:03 pm.

PUBLIC COMMENT:

No public comment was stated.

CHAIR PERSON' S MESSAGE:

Chair Person Gibson reviews the agenda items and asks for a motion for approval of the agenda. Vice Chair Jurgens moves and Trustee Cenac seconds the motion. The motion is passed unanimously across by the Board of Directors for Visit Estes Park, otherwise referred to as VEP.

REPORTS:

1. RMNP Update by Kyle Patterson:

Patterson gives an overview of the Cameron Peak Fire saying that the Fire is back in extreme conditions. They are receiving a lot of support and resources from surrounding areas. With the fire, the Old Fall River Road was closed and then reopened to vehicles. The Permit process for entry to the Park will be over on October 12, 2020. People will still need an entry pass, just not the timed entry permit any longer.

2. Town Update – No update was given.

PROGRAM REVIEW:

1. Winter Estes Collaboration Discussion

Benes stated how excited he is to discuss this collaboration with the Estes Arts District. This is still very much in the idea stage. Winter marketing will be a way get our stories out nationally. We will be using VEP's resources and connections to draw attention and create content. Nick Smith, the head of the Estes Arts District, states that they just had a meeting, which was a brain storming session. Wanting to make this a monumental event, a lot of different ideas were passed around, including focus on getting a snow making machine that would be key for several ideas. These ideas include human/dog sled races and snow sculpting. All ideas revolved around snow, winter, and ice. The machine would make that possible. We need the guarantee that we have snow for these events. The Board discusses water concerns with the snow machine. Chair Gibson recommends that Director Walker get involved in this project as well. Another idea that was suggested is a "Northern Lights of Estes" type theme. Board members

further discuss the cost of a snow machine and the potential for a long-lasting icon that is not only a special event but something that could be seen all year around. Benes states the next step is for the Art District to bring a more formal idea and go from there. Smith leaves us with the statement that there are so many ways to highlight the community, and states they are still very open to ideas.

1. Finance Officer Updates:

Benes states that August financial updates are exceeding what was anticipated. This month's financials came up significantly higher than expected. Research finds that vacation rentals with their own kitchens are trending to have their best year ever. This ties into the lodging tax in that the people who are coming are spending more in rent for lodging. Since VEP is getting a percentage of the lodging tax, that helps a lot. Even though there are fewer guests, they are spending more. The recovery is happening based on these numbers. This leaves VEP with an excess of funds to spend on marketing.

Benes transitions to the 2021 budget plan. This basically states that the budget in 2021 for operating expenses should be approved, and we should work off this budget. The only modifications to the budget are restrictions by town, county, and State regulations that may affect the budget due to Covid-19 and/or other natural disasters as listed.

- Instructed staff to access and use the District's reserves to continue marketing efforts;
- Froze all discretionary and non-essential spending; and
- Authorized the Finance Officer to modify the existing 2020 Budget to accurately reflect the COVID recession.

2. Marketing Updates:

Harms states the marketing updates with summer wrap up and a look forward at Fall campaigns. Socials were focused on the longer drive market. Marketing spent less and got more ROI for what was spent. One campaign saw higher click rates with the general public than the intense climber, even though it was targeted to the climbers, showing that these activities are of interest to all. It also saw more people online with more people being home and in isolation. The key take-a-ways are that impressions are good; but the engagement rate was over 13 minutes, which is very good. Westward Partnerships were not as successful, and we won't continue to work with them again. The Fall plan is to continue social media platforms and search by plans.

3. Stakeholder Services Updates:

Huebner starts with a staff update by a collaboration group sales manager to the Stakeholders team. Rebecca Pena has been in town for years and works with several hospitality places. She is going to help build better communication. This will help streamline communication to the Stakeholders, so they are getting the information in one place. Group sales numbers should be more molded into a way to represent how groups affect our stakeholders. Redefining what groups are in that would outline if it is a large family group of 10 people rather than large corporate group(s). Chair Gibson mentions wanting to see weddings separated out from groups. Andera has been teaching Stakeholders to use Olive. She has also been reviewing content to make sure it is accurate, for the website, as well.

EXECUTIVE SESSION:

Chair Gibson asks for a motion regarding Executive Sessions pursuant to Section 24-6-402(4)(b), C.R.S., for purposes of receiving legal advice on specific legal questions from the District's counsel, and pursuant to Section 24-6-402(4)(e), C.R.S., for determining positions relative to matters that may be subject to negotiations; developing strategy for negotiations; and instructing negotiators, both related to the District's CEO, Mr. Lund. Trustee Cenac moves and Treasurer Humiston seconds the motion. The motion passes unanimously.

Legal counsel clarified exactly what the session was regarding. The board went into closed session at 6:58pm.

OPEN SESSION:

At about 8:30 p.m. the meeting returns to open session. Trustee Webermeier motions for Chair Deborah Gibson, Vice Chair Jurgens, and the District's Attorney continue to proceed with continued negotiations relative to the items discussed during the executive session. Motion seconded by Treasurer Humiston. The motion passed unanimously

Consent Agenda:

Approve meeting Minutes from September 1, 2020 meeting and the special meeting minutes from September 15, 2020

Chair Gibson motions to approve the September 1, 2020 meeting minutes. This was seconded by Vice Chair Jurgens. Motion passed unanimously. Chair Person Gibson motions to approve September 15, 2020 meeting minutes. Motion is seconded by Trustee Webermeier, and motion passes unanimously.

BOARD COMMENTS:

Webermeier asks about the Pacific time on the meeting time. Benes mentions that it is his mistake.

ADJOURN.

Chair Person Gibson adjourned the meeting at approximately 8:45 p.m.

Next meeting:
December 1, 2020



Krystin Campion, Recording Secretary



Deborah Gibson, Chair Person

DATE: 9-15-2020

DATE: 12-12-20