



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes November 3, 2015

Board Members Attending: Bill Almond, Steve Kruger, Jon Nicholas, Adam Shake, Scott Webermeier

Also Attending: Town Trustee Ron Norris

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

Public Comment. None

Board Comments. None.

Presentation Reviewing the Estes Park Economic Development Strategy by Avalanche Consulting

Consultants Tony DeLisi and Amy Holloway presented an overview of the report they provided to the Estes Park EDC. DeLisi said recommendations and specific clarifications as related to Visit Estes Park based on VEP Board input during their presentation would be made by the end of the week.

A. Action Items

1. Approval of Minutes from the October 20, 2015 Board Meeting, the October 22 Board Governance Committee meeting and the October 23, 2015 Special Board Meeting.
Scott Webermeier moved that minutes from October 20, 2015 Board Meeting, the October 22 Board Governance Committee meeting and the October 23, 2015 Special Board Meeting be approved. Steve Kruger seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. Town of Estes Park Liaison Report – Ron Norris
Norris said the Town Board had received new information about the Stanley Hotel and the Wellness Center. A new concept for the Wellness Center includes building the Wellness Center into the building already under construction. However, he said the project, which does include variances, will have to be approved by mid-November which will lead to delays on some projects, although it may be possible for the town to complete work on vacation rentals. A meeting with the county commissioners to discuss vacation rentals has been scheduled for Nov. 9. The November 10 Town Board study session has been cancelled, but the regular, 7 p.m. board meeting will be held. The first public hearing on the 2016 Town Budget will be held on Nov. 10; the second hearing will be on Nov. 24. Norris also said the town has been invited to sit in on county interviews for the vacant marketing district position (because of Fogarty's encouragement asking the County Commissioners to do so). He said plans for constructing two levels of a parking structure at the Visitor Center are proceeding; town staff still is seeking funding for two more levels.

2. Update on Advocacy Committee's Grid

Adam Shake distributed the grid showing the involvement of board members and staff in other community organizations. Board discussed how the information could be used to assist in disseminating information and understanding community needs. Shake asked that information updates be provided as needed.

3. Discussion: Candidates for Board Vacancy

Steve Kruger asked if there would be value in reaching out to Safeway. David Batey has been asked to apply, and showed interest. Greg Jurgens was asked and shared that he is already on a couple of state boards, so he suggested Sean Jurgens may be interested. Sean was contacted and plans to apply. Applications are being accepted through Nov. 30.

4. Update from the Revenue Task Force

Office Manager Michael Bodman presented information regarding revenue projections for the next 10 years if there is no tax increase, compared to if a tax increase is approved by voters. He said the next step would be to create forecasts for expense predictions, per Scotts suggestion. Bodman also noted that a review of 30 other destinations shows a wide variance in lodging tax collections. The tax in Denver is 10.75%; Vail collects 1.4% but includes corporate tourism investment resulting in a massive tourism budget; Gunnison's tax rate is 4%, as is the rate in Alamosa. Additional destinations will be added, including total tourism budgets.

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

DATE: 12-1-2015



Bill Almond, Chair

DATE: 12/1/15