



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting November 4, 2014

Board Members Attending: Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake

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

Ron Norris, Trustee, Estes Park Town Board Trustee

Public Comment None.

Board Comments Lynette Lott asked board members to send self-evaluation forms to Suzy Blackhurst for compilation prior to the Board retreat scheduled for November 8, 2014

A. Action Items:

1. Approval of minutes from the October 21, 2014 Regular Meeting.
Lindsay Lamson moved that the minutes from the October 21, 2014 meeting be approved. Adam Shake seconded the motion. The motion passed unanimously.

Discussion Items:

1. Town of Estes Park Trustee Liaison Report – Ron Norris.
 - Town Trustee Ron Norris said the Colorado Ski Towns USA organization has offered to perform a free analysis of Estes Park housing issues and provide recommendations for dealing with the community's housing issues. The analysis will be conducted during summer months, and the group will work with the Estes Park Housing Authority and the EDC. The analysis will not include vacation rentals.
 - Norris attended the WAPA public hearing on electricity towers to be erected East of Estes Park. He encouraged the public to submit comments to the organization.
 - Interviews for LMD board members are scheduled for Nov. 14, 2014. In addition to Norris and Trustee Bob Holcomb, the interview panel includes Town Clerk Jackie Williamson. Chair Bill Almond will attend the interviews and will provide assistance as requested.
 - CEO Elizabeth Fogarty was one of 25 who met as a community center steering committee. At the next meeting, the group will learn more about what communities in Colorado have centers and how those centers are funded.
 - Results from the recent town-sponsored citizen survey have been received. Top issues named included housing, traffic, parking and economic development.

2. Financial Report – Suzy Blackhurst.

Finance Director Blackhurst reported that bank balances show that monthly lodging tax filings have eased cash flow pressures experienced in past years and thanked Jon Nicholas for his efforts. It was suggested that Representative Singer and Senator Lundberg receive official appreciation for sponsoring the bill that changed the system from quarterly remittances to monthly remittance.

3. Advocacy Committee: Next Steps – Adam Shake

Shake presented a matrix description to be used in conjunction with the matrix graph that shows meetings and organizations where Visit Estes Park board and/or staff are and/or should be involved.

4. CEO Report – Elizabeth Fogarty

Elizabeth reported that she had been elected to the Executive Committee of the EDC and will chair the Destination Product Development Committee. Thom Widowski will chair the Code Development Committee; Brian Herwig will chair the Housing Committee that has a focus on Workforce Housing. Claudine Perrault has been asked to chair the EDA Grant Strategic Planning committee. David Batey is chairing the Broadband Committee.

Other information presented by Elizabeth included:

- Staff member Kellen Toulouse served on the interview panel for the Town Event Coordinator.
- Presented Operating Plan to Town Board on 10/28/15. Trustees stated they appreciated the detail included in the Plan and liked the presentation overall. Elizabeth included in the presentation that Rodeo attendance was down (even though the town was sold out); the Pro Bowl Rodeo attendance was up, which is one example showing guests are looking for new events or refreshed events. Events are expected to buy time until the Estes Park product development is more fully developed.
- Duck Race organizers are working to partner with others to make the Duck Race a festival over the entire weekend.
- Elizabeth cautioned that some recent conversations with her inferred that the cause for events not doing well (from a attendance standpoint) may be due to Visit Estes Park not providing enough publicity. Elizabeth made clear in these meetings that existing events need to be refreshed and new events are needed to keep attracting guests to the area. Event surveys are also needed to capture feedback from the guests post-event.
- A second strategy meeting was organized in Carbondale with Backbone Media to better define the marketing buckets and the budget for each. The advertising program is moving toward behavioral and content marketing while focusing on families, empty nesters, and adventure with a millennial focus.
- After hearing him at the recent Colorado Tourism Conference, R.A. Burrell of Tourism Intelligence Group, formerly Internet Honey, has met with staff and discussed the research his company does in helping destination marketing organizations determine the effectiveness of their marketing programs.
- At a CADMO meeting during the Colorado Tourism Conference, other destinations discussed the positive growth experienced in tourism through the summer months and the focus on product development. Fogarty said the information shows the urgency needed in dealing with Estes Park product development.
- Met with Tim from Simpleview at the Visit Estes Park office to discuss a counter-proposal for the responsive design (requested a discount). Tim will provide a new proposal.

- Attended a meeting with Trustee Ward Nelson where Vision for Estes Park was discussed. Trustee Nelson plans to continue the conversation with the Trustees.
- Meetings to discuss Events, and Visit Estes Park's plans for promoting them, have been held with Bo Winslow.
- Elizabeth met with Mike Cossota, President of the Rodeo Committee. Mike agreed that new events and activities must be added to the rodeo to improve attendance. Mike shared that this is one reason they are switching stock contractors. Elizabeth offered to attend a rodeo committee meeting.
- Meeting with the product development specialist Mitch Nichols Nichols Tourism Group will probably occur in January. The session will be open for town board and staff to attend. Mitch was referred to Elizabeth by a colleague from CDME at DMAI.
- Per Frank Lancaster's request, joined him for a meeting with Casa Grande to discuss solutions regarding the ice rink in their lot, which they attribute to a very negative downturn in sales during the winter months. Elizabeth is looking into signage and other opportunities with Frank to help the situation.

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

Bill Almond

Bill Almond, Chairman

12/16/14