



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes November 12, 2013

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

Also Attending: Ron Norris, Town Board Trustee Liaison
Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Staff Suzy Blackhurst,

Public Comment. None

Board Comments. None

Discussion: Anchutz Wellness Center at the Stanley Hotel, Greg Rosener & Dan Swanson presented a brief overview of the proposed project and requested that Visit Estes Park ask the Estes Park Town Board of Trustees to accept the proposal so the issue would appear on a special election ballot in December.

Scott Webermeier moved that Visit Estes Park request the Town Board approve a special election for the sale of Lot 4. Chris Wood seconded the motion. Motion passed unanimously.

A. Action Items:

1. Approval of Minutes for the October 1, 2013 Regular Meeting.
2. Approval of Minutes for the October 8, 2013 Regular Meeting.
3. Approval of Minutes for the October 15, 2013 Special Meeting.
4. Approval of Notes from the October 15, 2013 Strategic Work Session

Scott Webermeier moved that agenda items 1, 2, 3 and 4 be approved. Jon Nicholas seconded the motion. Motion passed unanimously.

5. Budget.
The Board reviewed three budget options for 2014: the Base Scenario reflected spending levels greater than anticipated revenues; Scenario 1 included revenue from receipt of grants; and, Scenario 2 which reflected no grant or alternative funding and expenses equaling the same amount of income received.

Lindsay Lamson moved that Scenario 2 be presented in documentation submitted to the Department of Local Affairs, alongside actual 2012 income and expenditures, and the projected 2013 year end numbers. Scott Webermeier seconded the motion. The motion passed unanimously.

Board members discussed the need for additional funding. President & CEO Campbell discussed the need to receive an investment from the Town Board at its November 12 meeting to help secure a grant from the Economic Development Administration. Board members suggested that Campbell ask the Town Board for \$100,000 during remarks to the Board at the meeting.

B. Discussion Items & Reports

1. Town of Estes Park Update – Liaison Ron Norris

Chairman Almond noted items presented by Trustee Norris via email:

- Town Board will decide Nov. 12 on whether to continue the fast-track development process for the Stanley project.
- First reading of the Town 2014 budget will be at the Nov. 26 meeting. Public comment will be taken.
- Final reading of the budget will be Dec. 10. This is when Town Trustees will vote to adopt the budget. Public comment will be taken.

2. President & CEO Report

- Peggy Campbell noted that the 2013 budget need not be restated. Treasurer Webermeier noted that the 2014 budget and appropriate resolutions would be considered by Visit Estes Park in December. He recommended that QuickBooks data entry and check processing be an internal function.
- Campbell said she is considering establishing a Tourism Advisory Committee. As envisioned, the group would have representatives from business sectors including activities, shopping, dining, lodging arts and culture who would look at tourism strategy from a higher level.
- Visit Estes Park Attorney Dick Lyons believes changing the IGA with the town and Larimer County so it specifically says Visit Estes Park is permitted to borrow funds would make obtaining loans legally allowable. Campbell has talked with Town Attorney Greg White who agrees with the idea. Campbell is pursuing creation of the new IGA with Town Administrator Frank Lancaster. She said she anticipates the Board approving the IGA with the Town on December 3.
- Presentations seeking outside funding for Visit Estes Park marketing operations are scheduled with Loveland on November 20 and Larimer County on November 21.
- Citing the number of hours staff has worked since the flood, Campbell asked the board for approval to close Visit Estes Park offices Christmas week. Employees would continue to check and respond to email. Because Christmas day already is a paid holiday, the request was to provide four additional paid days off.

Chris Wood moved that staff be given four days off during Christmas week as paid time off, not to be counted against accrued vacation. Scott Webermeier seconded the motion. The motion passed unanimously.

3. Future Board Meeting Schedule

Lindsay Lamson and Bill Almond will not be available for a meeting on Dec. 3. The Board agreed to move its next meeting to December 10.

C. Executive Session.

Scott Webermeier moved that the board enter into executive session for the purpose of discussion of a personnel matter, and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f). Chris Wood seconded the motion. The motion passed unanimously. Following the executive session no further action was expected.

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

[Signature] 12/10/13

Bill Almond, Chair