



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Tuesday, November 5, 2019, 6:00 p.m.  
Conference Room, 1230 Big Thompson Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Marie Cenac, Pat Murphy, Tonya Humiston and Todd Jirsa

Board Members Absent: Camden Birkeland

Also Attending: Kyle Patterson

Eric Lund, President & CEO, Visit Estes Park  
Kevin Benes, Chief Financial Officer, Visit Estes Park  
Wendi Bryson, Office Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 6:00 pm.

### PUBLIC COMMENT.

None

### REPORTS.

Cenac gave an update on the planning commission IGA the Town was working on. Jirsa also gave an update on a grant that the Town is working on as well and the process involved.

Patterson did not have all the October numbers yet to share, but gave updates on possible upcoming maintenance in RMNP into 2020 and road closures.

### CHAIRPERSON'S MESSAGE.

Jurgens went over the items on the agenda briefly. Jirsa moved to approve the agenda, Cenac seconded. With no further comment, the motion passed unanimously.

### PRESIDENT & CEO.

Lund shared that the 2020 Operating Plan was on the agenda for the Town's study session on November 12<sup>th</sup>, and the public hearing for the 2020 budget. He went on to explain that he still had not heard back from the County regarding the Operating Plan. He went on to mention that he attended a bridal show and the Governor's Tourism Conference. He gave a update for the SMART Meetings event and the annual summit. Jurgens mentioned that he attended Rachel's breakout sessions at the Summit and they were very well done. Gibson agreed that everything she had attended was really well presented as well. Humiston asked about the recordings and where they were posted. Bryson shared that she was still working on getting those ready for posting along with the presentations, but that it would hopefully be ready shortly. Lund went on to give go through a new program VEP was launching in January in conjunction with Google and CTO. He went on to talk about a service level agreement that is being drafted with the visitor services department with the Town. He presented at the EALA dinner and felt it went really well. He held the first community advisory board meeting at Nicky's Steakhouse.

### PROGRAM REVIEW.

Benes gave an update on a vacation rental owner that was having issues being able to pay his lodging tax on the state's website. He went on to go over the lodging tax figures, expenses and the balance sheet. Lund went over the marketing data updates and the stakeholder services updates

CONSENT AGENDA.

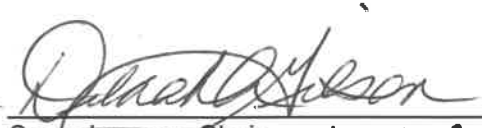
Murphy moved to approve the minutes from the October 1, 2019 Regular Meeting, Humiston seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

None

ADJOURN.

Jurgens adjourned the meeting at approximately 6:45 pm.

  
\_\_\_\_\_  
Wendi Bryson, Recording Secretary  
\_\_\_\_\_  
~~Sean Jurgens, Chair~~ Deborah Gibson, Treasurer

DATE: 12/03/19

DATE: 12-03-19