



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

CEO Recruiting Committee Meeting Minutes

Thursday, November 12, 2020, 3:00 p.m.
Conference Room, Ramshorn 1565 CO-66
Via GoTo Meeting

Board Members Attending: Chair Person Deborah Gibson, Trustee Scott Webermeier, and Director McShan Walker

Also Attending:

Kevin Benes Vice President & CFO, Visit Estes Park
Krystin Campion, Executive Admin Assistant

Meeting was called to order by Chair Person Deborah Gibson at approximately 3:10 p.m.

PUBLIC COMMENT:

No public comment was stated.

PROGRAM REVIEW:

1. Discussion Related to the District President and CEO

Chair Gibson asks for a motion to approve the agenda. Webermeier moves and Gibson seconds the motion. The agenda passes unanimously across the Board.

Benes goes over the packet materials, calls out that Boulder's CEO contact is a bit different in that they are set up as a CVB not a DMO. He also mentions that it is an open meeting at this point. Chair Gibson asks for staff feedback. Benes mentions only connecting with 60% of the staff at this point. Benes also covers how the role of CEO has changed over the different CEOs that they have had in the past few years. The Committee discusses how the operations aspects has changed under different leadership over the years. There is also discussion on how previous CEO searches have gone and what was done. They forwarded to discuss the different Recruiting firms that have been used in the past.

The discussion moves on talking more about the traits and qualities that they would like to see in the next or future CEO. Benes is asking questions to dig deeper into traits and qualities that this potential CEO should have.

Each Committee member was asked and their response was recorded and listed.

McShan - motivation to prove yourself, part of a community, bridge a gap that has a lot of gaps. Bring everything together - staff, community, stakeholders, board, and government; media industry, editors; have this person be the "ambassador." Manage skilled positions we already have and someone who already knows the value that VEP has today.

Scott - 4-6 years' experience in this industry.

First 90 days

Scott - Acquainted with staff, operations, different departments in the district; then - relate to the different community orgs/nonprofits/government; immersed in the current operations; learn the past; and build a solid foundation

Community Relations -

Becoming involved. Joining non-profits- active involvement. Hear concerns from all angles.

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"Listening Tour" "understanding what the Chamber/EDC/ is and isn't. Strong relationship with Town administrator and other relevant staff;
Relationship at the County level;
Developing plan on how these organizations in town work together to build a better Estes;
Work on eliminating redundancies among Town groups/orgs/nonprofits;
Revive key committees - Marketing, Groups?

Marketing background is listed above and below;
Understanding marketing to travelers/visitors;
Creativity, someone who has done something different/creative/inspiring in the marketing space.
Over all the meeting was to get a clear definition what the organization is going to need in the future.

BOARD COMMENTS.

ADJOURN.

Chair Person Gibson adjourned the meeting at approximately 4:38 p.m.

Next meeting:
December 1, 2020



Krystin Campion, Recording Secretary



Deborah Gibson, Chair Person

DATE: 12-1-2020

DATE: 12-12-20

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