



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Tuesday, November 17, 2020, 6:00 p.m.  
Conference Room, 1751 N. Lake Ave Unit 107  
Via GoTo Meeting

### Board Members Attending:

Chair Person Deborah Gibson, Vice Chair Sean Jurgens, Treasurer Tonya Humiston, Secretary Pat Murphy, Trustee Marie Cenac, Trustee Scott Webermeier, and Director McShan Walker

### Also Attending:

Kevin Benes Vice President & CFO, Visit Estes Park  
Krystin Campion, Executive Admin Assistant  
Josh Harms Marketing Director  
Abigail Huebner Director of Stakeholder Services

### PUBLIC COMMENT:

No Public comment was stated

### REPORTS:

#### 1. Town Board Updates

Trustee Webermeier gives a brief update from the Town of Estes Park. In this update, he states the Town has officially approved Visit Estes Parks', otherwise known as VEP, 2021 Operating Plan, as did the Larimer County Commissioners. The uptake in Covid-19 has caused some challenges with Town staff but staff is adjusting well. Things are a lot better now that Rocky Mountain National Park (RMNP) is back open.

### CHAIRPERSON'S MESSAGE:

#### 1. Overview of Agenda

Chair Gibson gives an update that the Larimer County Commissioners approved VEP's 2021 Operating Plan but is asking for an addendum to be added. They also need to include a letter with what the recruitment process for the replacement CEO will look like going forward.

#### 2. Approve Agenda

Chair Gibson requests that the Item under program review, "Update of County Review of the 2021 Operating Plan," be amended to be "Update of County Review of the 2021 Operating Plan and Discussion." Trustee Webermeier motions; Trustee Cenac seconds this motion; and it passes unanimously across the Board.

### PROGRAM REVIEW:

#### 1. Heather Newton and Richard DelaCastro, Employer's Council CEO Search Presentation

Newton starts with overview of who and what they are as an organization. She also discusses the cost associated with their services. DelaCastro gives a presentation of his qualifications and history with VEP. Discussion and questions are asked about handling a niche position like this as well as what happened previously on the search resulting in a no hire, due to some static from community issues. Chair Gibson asks about the timeline for the process. This brings up a conversation about conflicting with the holidays and the other support that Delacastro and his team can offer the Board on coaching and vetting the applicates to get the best ones.

#### 2. Update of County Review of the 2021 Operating Plan

Chair Gibson states that the County Commissioners have approved the 2021 Operating Plan that morning but did ask for a letter of how the recruiting process was going to be better than it previously has been. The addendum that they requested was mostly asking for analytics and numbers for ROI. These items will be taken to the Commissioners and then brought back to the Town for approval, but the Town will have to do a special meeting for this. There is discussion of restarting the quarterly meetings with the Commissioners to further build that relationship. The VEP staff and the ROI has gained an overall proud performance.

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### Finance Officer Updates

Benes explains that this update is the one he was unable to give at the start of the month due to the wildfire situation and the delays that caused. His update states that September was 11% higher than that of 2019. The year-to-date numbers are already higher than what the adjusted 2020 Covid-19 budget anticipated. The other item that was addressed was sending past due statements to Stakeholders following the example of what the Town has done with the utilities. This leads to sending a soft collection letter but will not be turning off any services to Stakeholders. This matter will be readdressed in January.

### 3. Community Covid-19 Safety Outreach

The Board discusses the Covid-19 testing, trying to get a better and more affordable way to be tested here, in Estes Park. The Town is having a special meeting on this matter. It is suggested that VEP do the community outreach when needed. The idea of trying to create a scholarship program for those in need for free testing in Estes Park, from a legal standpoint, may not be something VEP can directly do. The Board will need to consult with the District Attorney for more information. There might be an option to collaborate with the Estes Park Chamber on this or look further into the Cares Act to see what it has to offer as well.

### 4. CEO Search Committee Update

Benes gives a presentation of how VEP could do the CEO recruiting in house and leverage on what VEP does best, marketing Estes Park and why it is a great place. This leads to a discussion of possibly doing a combination of VEP and the Employers Counsel. There is also the option of no CEO and letting VEP leadership team run VEP. This idea, after much discussion, is decided to not be the best avenue. There is discussion on doing another CEO Recruiting Committee Meeting to discuss this combination idea and to get feedback from VEP staff on what their perspective is on the qualities needed for a CEO. The decision to tentatively set a meeting for that on this coming Friday is made.

### POLICY DEVELOPMENT:

#### 1. Interim CEO Discussion

Chair Gibson states she is still in negotiations with Abi Huebner, but they hope to arrive at a conclusion by the next regular Board meeting.

#### 2. Internal CEO Recruiting Discussion

This item was discussed earlier in the meeting during the CEO Search Committee update.

#### 3. CEO Replacement Discussion

Still in conversations with Abi Huebner to get details finalized.

### CONSENT AGENDA:

Approval of minutes from the November 3, 2020 Regular Meeting.

Chair Gibson motions to have the November 3<sup>rd</sup> meeting minutes approved. Trustee Cenac motions and Director Humiston seconds the motion. The motion passes unanimously.

### BOARD COMMENTS:

All Board members are invited to the public meeting for the CEO Recruiting Committee, as well as VEP leadership staff, with the time and date to be determined.

### ADJOURN:

Meeting is adjourned at 8:53 p.m.

  
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Krystin Campion, Recording Secretary

  
\_\_\_\_\_  
Deborah Gibson, Chair Person

DATE: 11/17/2020

DATE: 12-12-20

Upcoming Meetings: December 1, 2020

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