



Visit Estes Park
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Marketing Organization
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CEO RECRUITING COMMITTEE Meeting Minutes

Friday, November 20, 2020, 5:00 p.m.
Conference Room, Ramshorn 1565 CO-66
Via GoTo Meeting

Board Members Attending: Chair Person Deborah Gibson, Trustee Scott Webermeier, Trustee Marie Cenac, Director Pat Murphy, and Director McShan Walker.

Also Attending:

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

PUBLIC COMMENT:

No public comment was stated.

CHAIR PERSON' S MESSAGE:

1. Review and approval of the Agenda

Motion to approve the agenda, Trustee Webermeier motions and is seconded by Chair Gibson, motion passes across the Board.

PROGRAM REVIEW:

1. Discussion related to the District President & CEO

The Committee meeting starts with Benes mentioning having Laurie Grave set up to present at the December 1, 2020 meeting as her company was who helped the Town place Travis and is working with the Library currently. Chair Gibson had asked Trustee Cenac who the Town had used in their recruiting; and they were directed to Graves Consultants. Benes clarifies that this new presenter will be inline with a collaborative idea of VEP staff and the recruiting company. The Committee will want to meet again after the Graves presentation. There is a consensus that they all like having another option to compare too.

Benes then presents the feedback that he was able to gather from all of VEP staff. He reads the list that was put together during a VEP staff meeting. This feedback was greatly appreciated and agreed with by all committee members. This really helps define the job description. The Committee continues to discuss how the second company could compare and what the Committee can accomplish until they see the new presentation from Graves at the next regular Board Meeting. There is discussion on the tools that help organize all the different factors of this task. The Committee wants to try and get applicants from a more organic avenue, use VEP's media platforms, and get some word-of-mouth marketing regarding these different organization and companies. What is the target audience that VEP can hit in combination with what resources the recruiting companies have? The committee is truly dedicated to try to go about this the best way they can to get a successful leader into the position. They want to use the organizer tool to outline the marketing process for the position. After reviewing the tool that was presented, they want to add a section to include what the county needs as well.

BOARD COMMENTS.

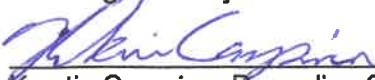
Trustee Cenac requests that this tool be sent out to all members of the Board before next meeting so that all the feedback is there already, which will save time.

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NOTE: Visit Estes Park reserves the right to consider other appropriate items not available at the time the agenda was prepared.
All board meetings are recorded per state regulation.

ADJOURN.

Meeting was adjourned at 5:56 p.m.



Krystin Campion, Recording Secretary

DATE: 11/20/2020



Deborah Gibson, Chair Person

DATE: 12-12-20

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