



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Wednesday, November 28, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

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

Also Attending: Claire Woodcock and Dave Becker

Shannon Davis, Interim CEO, Visit Estes Park  
Kevin Benes, CFO, Visit Estes Park  
Wendi Bryson, Office Manager, Visit Estes Park  
Rachel Oppermann, PR Coordinator, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

### PUBLIC COMMENT.

None

### REPORTS.

RMNP Update – PIO Kyle Patterson was absent.

### CHAIRPERSON'S MESSAGE.

Jurgens gave an overview of the primary actions items on the agenda and asked for a motion to approve. Gibson moved to approve the agenda, Jirsa seconded. With no further comment, the motion passed unanimously.

### PRESIDENT & CEO.

Davis gave an overview of some PR updates, website performance, the website comparison to the industry average, social media updates and new social media opportunities.

### CFO.

Benes gave a brief overview of the tax reports and an update on the forensic audit.

### PROGRAM REVIEW.

1. David Becker with RRC associates went through the guest survey results from the 2018 summer season. Becker mentioned that the economic impact report for the summer quarter was expected in January. Jirsa asked if the board could be sent the last page in the presentation, and Becker agreed. Jirsa then asked what the expectation was for the sample size by the end of the survey. Becker explained that he expected the volume of surveys to decrease during the winter season due to the drop in visitation and then it should pick back up in spring. Jirsa mentioned that some of the negative comments mentioned could be directly related to the town and asked if a copy of the full answers was going to be made available to them. Becker agreed that he can absolutely send that. Jirsa shared that most of the comments did not surprise him, but there were a couple. He wondered if there was anything Davis had noticed in the report that surprised him. Davis shared that he was surprised how many people were using the visitor guide and that it was hard to track effectively. He also mentioned the amount of day trippers, and that the website was not being utilized as much. Gibson asked if Davis was surprised how many people coming for events weren't staying overnight. He agreed, and Jirsa expressed surprise with that as well. Murphy wondered if it would be possible to ask day trippers why they are not staying overnight. Becker said it might be possible to find a way to add

something along those lines. Jirsa asked if they needed to adjust the questions to clarify the finding if that was possible, and Becker agreed

2. Benes went through the 2019 budget presentation, the draft resolutions for December, and any adjustments made since the last presentation. He explained that the budget had been made available to the public and he had not heard anything. At the end of his presentation, Benes pointed to the strategic reserves. He explained that in the past the Board had approved keeping \$200,000 in reserves, but that the Governance Committee had discussed making it \$800,000. He explained that \$200,000 does not cover a full month of operating expenses, and the funds are already available. Jurgens moved to increase the strategic reserve from \$200,000 to \$800,000, Jirsa seconded. With no further comment, the motion passed unanimously.

#### POLICY DEVELOPMENT.

Oppermann explained that the reason for the policy change was to strengthen the policy for events submitted to Visit Estes Park. Gibson asked if there was an appeal procedure. Oppermann explained that it's written that event approval is at the discretion of the staff, but it's not just her making the decision. She talks to other staff and the CEO or other people in the community more involved with particular events when making her determination. Gibson was concerned that there was not a spelled-out appeals process. Jurgens moved to approve the Policy 11 revisions suggested by the Governance Committee and PR Coordinator, Gibson seconded. With no further comment, the motion passed unanimously.

#### CONSENT AGENDA.

Gibson moved to approve the meeting minutes, Jirsa seconded. With no further comment, the motion passed unanimously.

#### BOARD COMMENTS.

Jirsa stated that he had received an email from Mike Romero regarding concerns communicating with staff. He requested that Jurgens and Davis sit down with Romero to address his concerns. Jurgens shared that Richardson had sent a letter of resignation the previous week. Jirsa shared that they had received two applications at the Town, but they would like to have a little larger pool of applicants. They will be keeping that position open for the time being.

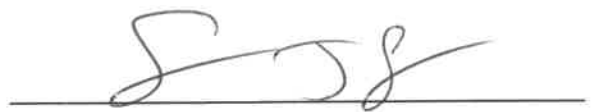
#### ADJOURN.

Jurgens adjourned the meeting at approximately 2:15 pm.



Wendi Bryson, Recording Secretary

DATE: 12/19/18



Sean Jurgens, Chair

DATE: 12/19/18