



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Minutes December 1, 2015

**Board Members Attending:** Bill Almond, Karen Ericson, Steve Kruger, Lindsay Lamson, Jon Nicholas, Adam Shake, Scott Webermeier

**Also Attending:** Town Trustee Ron Norris, David Batey, Estes Park EDC, Chuck Levine, Estes Park EDC Elizabeth Fogarty, President & CEO, Visit Estes Park Staff Suzy Blackhurst

**Public Comment.** None

**Board Comments.** None.

### Presentation Reviewing the Estes Park Economic Development Corporation Initiatives for 2016

VEP Board member Jon Nicholas recused himself and left the room based on a potential conflict of interest.

David Batey provided a brief presentation in place of EDC Chair Jim Pickering who was ill. He said EDC work in December would focus on reviewing the Avalanche report and would consider restructuring its committee system to enable concentration on higher priority items. For example, he said the Broadband Committee will be talking with the Town of Estes Park about next steps, but feels the committee has accomplished its goal and should move to a supportive position. Work themes for 2016 are "communication" and "collaboration." EDC member Chuck Levine, representing the Estes Park Medical Center said the Medical Center continues to support the work of the EDC. Batey distributed an information sheet reviewing past work of the EDC and outlining planned 2016 work. Chair Bill Almond said a report reviewing activities, similar to that which Batey presented, be presented to VEP on a quarterly basis in the coming year. He noted that it is assumed VEP will continue providing the EDC \$20,000 in funding in the coming year.

### A. Action Items

1. Approval of Minutes from the November 3, 2015 Regular Board Meeting and the November 17, 2015 Strategy Retreat Meeting.

Scott Webermeier moved that minutes from November 3, 2015 Regular Board Meeting and the November 17, 2015 Strategy Retreat be approved. Lindsay Lamson seconded the motion. The minutes from the November 3, 2015 meeting were approved 6-0 with Karen Ericson abstaining as she did not attend the meeting. Minutes from the November 17 Strategy Retreat were unanimously approved.

2. Review & Approve 2016 LMD-Town IGA

Chair Almond reviewed the last negotiation IGA meeting with Trustee Ron Norris, Trustee Wendy Koenig, Administrator Frank Lancaster, Assistant Town Administrator Travis Machalek, Lindsay Lamson, Almond and President & CEO Elizabeth Fogarty. Agreement was reached regarding roles of each organization, including an understanding of destination marketing verse event promotion. The Town agreed that VEP will continue as a destination marketing organization and the Town will continue to assess their event promotion needs and find ways to budget for it as funds allow. It was also agreed at the IGA meeting to meet quarterly with two trustees, two VEP board members, Frank and Elizabeth to discuss strategy. The VEP Board also agreed to additional IGA suggestions, during the VEP Board Meeting, including updating legacy language in the document, change "promotion" to "marketing," and requested a formal letter of compliance for the annual audit that is conducted

with the Town. Agreement on a service level agreement is pending further discussions anticipated to begin in January. It was determined that because the IGA still is in draft form, the board would provide a formal vote of approval after a final document is presented by the Town of Estes Park. The Town Trustees are scheduled to vote on the IGA at their Dec. 8, 2015 meeting.

## **B. Discussion Items and Reports**

### **1. Town of Estes Park Liaison Report – Ron Norris**

Norris noted that the town is still concerned about the timing of flood damage reimbursements from FEMA and other agencies. The Town also has been working to fill the Event Complex Director position, and wants that person to be on board to be involved in marketing planning.

### **2. Review Proposed Board Strategic Plan**

Steve Kruger and Karen Ericson noted that the document had been updated by eliminating outdated and repetitive language. President & CEO Fogarty noted no strategy changes had been made, but the overall organization of the document had been altered. Language about a pedestrian mall and management of the visitor center were removed. Approval of the revised document will be slated for the December 15, 2015 board meeting. Trustee Norris recommended providing the approved document to Lancaster and the Trustees.

### **3. Proposed Resolution 02-15 Adjusting Appropriations to the Funds for 2015**

Treasurer Scott Webermeier presented the resolution to the board, saying it allows the district to keep the funds it receives, and spend more than originally budgeted in December 2014. He noted that the forecast for revenues was revised based on updated tax collection data. Webermeier moved that the Resolution to appropriate sums of Money No. 02-15, a resolution adjusting appropriations to the funds in the amounts and for the purposes set forth for the Estes Park Local Marketing District for the budget year beginning on the first day of January 2015 and ending on the last day of December 2015 be approved with a revised Tabor reserve of \$71,428.31. Nicholas seconded the motion, subject to confirmation of the Tabor amount. The motion passed unanimously.

### **4. Review Proposed Resolution 03-15 Adopting a Budget for 2016; Review Proposed Resolution 04-15 Appropriating Funds for 2016.**

Webermeier noted that the projections for income in 2016 are prudent. Lamson asked Fogarty to outline initiatives that are included. She said VEP is in the midst of a fairly large winter campaign that includes billboards on I-70, gorilla marketing strategy for Denver in hopes of media coverage, increasing digital and social media, increase in legal expenditures related to a potential tax increase campaign and increases in research to support campaign. Additional personnel also noted. She said a budget line for EDC support is included in the budget.

## **C. Executive Session**

The board adjourned to executive session.

Lamson moved that the board return to public session. Webermeier seconded the motion. The motion passed unanimously.

Lamson moved that the board modify the preliminary 2016 budget for personnel services totaling \$607,899 to \$625,000. The motion passed unanimously.

Kruger moved that the President & CEO compensation package be increased by 6%. Lamson seconded the motion, noting that the offer included 7 non-accruing additional vacation days, as well as the normal accruing vacation, and \$4,000 car allowance as was provided in 2015. The Board also stressed to Elizabeth that they are concerned about her pace and wants to be sure she doesn't burn herself out. The motion passed unanimously. Webermeier suggested that, noting the unusual nature of the group setting, Elizabeth could ask to meet with two board members to further discuss the negotiation, if she so chose.

Elizabeth shared her appreciation for the board's involvement in all aspects of the organization, but in particular strategy and advocacy and without their involvement, they would not be this far along. Elizabeth also thanked her staff and all of their hard work.

Suzy Blackhurst  
Suzy Blackhurst, Recording Secretary

DATE: 12-9-2015

Bill Almond  
Bill Almond, Chair

DATE: 12/15/2015