



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting December 2, 2014

Board Members Attending: Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Board member appointee Karen Ericson
President & CEO Elizabeth Fogarty
Operations & Finance Director Suzy Blackhurst

Public Comment None.

Board Comments Jon Nicholas said that by the time the Recover Colorado Grant Program ends, it is anticipated that there will have been \$1 to \$1.5 million in Estes Park distributions,

A. Action Items:

1. Approval of Suggested Wording for the 2015 IGA between the Town of Estes Park and Visit Estes Park

Additions proposed to the current agreement are noted **in bold, italics and underline below**. Areas suggested for "removal are in quotes."

5. Service Level Agreement
The parties agree to meet and negotiate in good faith **prior to any changes**
Removed: "for the purposes of reaching an agreement regarding the minimum level."
6. Advertising Products
As Estes Park's official destination marketing organization the LMD **has** been responsible for launching and managing advertising programs for local stakeholder businesses such as **but not limited to** VisitEstesPark.com web listings, **marketing app's, marketing websites**, leads, brochure rack display, **touchscreen kiosks** in the Visitor Center, etc. This includes research, new product development, promotion, sales, servicing, fulfillment, invoicing, and collections.
8. Annual Audit
In return, the Local Marketing District will receive a formal letter of compliance from the Town of Estes Park's auditor.
- 9a. Effective Date and Termination
This Intergovernmental Agreement shall take effect on January 1, 2015, and shall remain in full force and effect unless terminated earlier by mutual agreement of the parties or as provided in subsection c. below. The parties agree that they shall review the terms and conditions of this Agreement annually.
(Removed ... "in anticipation of the preparation of the annual Operating Plan by the LMD)."

Scott Webermeier moved that the proposed changes be approved. Lindsay Lamson seconded the motion. The motion passed unanimously.

Elizabeth will take suggestions to Frank Lancaster and request input and approval once again (originally reviewed with Frank in October 2014).

Discussion Items:

1. Town of Estes Park Trustee Liaison Report – Ron Norris.

- The town conducted the bid opening on the Visitor Center parking structure. The town had estimated that the structure would cost \$3.8 million; the low bid was \$5.75 million. At a special work session the Town Board will discuss options.
- Representatives of the Colorado Association of Ski Towns, which is offering Estes Park advice on seasonal and workforce housing will be in Estes Park on January 19 and 20.
- The Town set February 3, 2015 for a municipal election on fiber services.
- A new stock contractor has been selected for the rodeo.
- Community feedback on the Downtown Loop project continues to be received. The town is waiting to receive key feedback from a contractor working on the project.
- The Bureau of Reclamation has found no contaminants from 2013 flooding in the pond south of Lake Estes.
- Public Safety comments heard at a recent Town Board Meeting concerned elk being shot from a close proximity near Dry Gulch Road. It was noted that this is a safety issue, emotionally unsettling, and not good for tourism.
- Town Board is considering whether to proceed with Bond Park redevelopment. There is one project left and the board may or may not choose to do the work, or it may decide to put the project on hold.
- The agenda for the December 9 Town Board study session includes discussion of Community Service grants, a 2014 Objectives update and funding requests for Scotfest and Visit Estes Park. The Town Board agenda for December 9 includes a Planning Commission appointment, a supplemental budget appropriation and the parking structure.
- The January 13, 2015 Town Board study session will include discussion of the downtown visioning process; the January 27 study session will include information about vacation home regulation enforcement.

2. Financial Report – Suzy Blackhurst.

Finance Director Blackhurst provided a cash balance report, historical fourth quarter tax disbursement data and an update on enforcing with one particular stakeholder within the District (name not shared), Policy 20 – Delinquent Payment of 2% Lodging Tax.

3. Draft Resolutions related to adjusting 2014 Appropriations, 2015 Budget Documents and 2015 Appropriation of Funds.

Several adjustments related to draft resolutions were noted. Revised documents will be provided board members prior to the December 16, 2014 meeting.

- 4. Future Board Meeting Schedule
December 16, 2014 Regular Meeting
January 6, 2015 Work Session
January 20, 2015 Regular Meeting
February 3, 2015 Work Session
February 17, 2015 Regular Meeting

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

[Signature] 12/16/14

Bill Almond, Chairman