



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes December 16, 2014

Board Members Attending: Bill Almond, Lynette Lott, Adam Shake, Scott Webermeier

Also Attending:

Board Member Appointee Karen Ericson

Elizabeth Fogarty, President & CEO (by phone)
Visit Estes Park Staff Suzy Blackhurst

David Batey
Kyle Patterson, Rocky Mountain National Park

Special Presentation: David Batey of the Estes Park Economic Development Corporation's Competitive Broadband Committee presented information about the special municipal election on Feb. 3, 2015 when voters will be asked to re-establish the Town's right to provide services, including any new and improved high bandwidth services. A positive vote would nullify the state's current restrictions on such "advanced services," "telecommunications services," and "cable television services." He also asked for an endorsement from Visit Estes Park which would be used in upcoming advertising promoting a "yes" vote.

Public Comment. None.

Board Comments. None.

Public Hearing Regarding the 2015 Budget.

Chair Bill Almond opened a public hearing on the 2015 budget. Hearing no comments, the public hearing was closed.

Rocky Mountain National Park Report

Kyle Patterson gave an overview of Rocky Mountain National Park Centennial activities and events currently planned to celebrate the event.

A. Action Items:

1. Approval of Minutes from November 4, 2014 Special Meeting

Adam Shake moved that the minutes from the November 4, 2014 Special Meeting be approved. Lynette Lott seconded the motion. The motion passed unanimously.

2. Approval of Notes from November 18, 2014 Strategy Retreat

Scott Webermeier moved that the notes from the November 18, 2014 Strategy Retreat be approved. Adam Shake seconded the motion. The motion passed unanimously.

3. Approval of Minutes from December 2, 2014 Special Meeting

Scott Webermeier moved that the minutes from the Dec. 2, 2014 Special Meeting be approved. Lynette Lott seconded the motion. The motion passed unanimously.

4. Approval of Resolution 06-14 Adjusting Appropriations to the Funds for 2014

Scott Webermeier moved for the adoption of Resolution 06-14 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 2014 and ending on the last day of December 2014. Adam Shake seconded the motion. The motion passed unanimously.

5. Approval of Resolution 07-14 Adopting a Budget for 2015

Scott Webermeier moved for the adoption of Resolution 07-14 summarizing expenditures and revenue and adopting a budget for the Estes Park Local Marketing District, DBA Visit Estes Park, for the Budget Year beginning on the First Day of January, 2015, and ending on the last day of December, 2015. Lynette Lott seconded the motion. The motion passed unanimously.

6. Approval of Resolution 08-14 Appropriating Funds for 2015

Scott Webermeier moved for the adoption of Resolution 08-14 appropriating funds in the amounts and for the purposes as 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. Adam Shake seconded the motion. The motion passed unanimously.

7. Election of Officers for 2015

Scott Webermeier nominated Bill Almond to be Board Chair. Scott Webermeier nominated Jon Nicholas to be Board Vice Chair. Bill Almond nominated Scott Webermeier to be Board Secretary-Treasurer. Lynette Lott moved that slate be approved. Adam Shake seconded the motion. The motion passed unanimously.

8. Appointing a replacement signatory for accounts at Bank of Colorado and Bank of Estes Park

Lynette Lott was named to be the board's third signatory on bank accounts. Staff will prepare documentation of the appointment for bank records.

B. Discussion Items and Reports

1. CEO Report – Elizabeth Fogarty

Elizabeth polled board members for their availability the third or fourth week in March when Mitch Nichols, speaker for the destination product development workshop, is available. It was decided that Elizabeth should schedule the session and plan to record it for those who are unable to attend.

Frank Lancaster has pointed out that language in the Town-LMD IGA calls for the agreement to be reviewed prior to December 31, which has occurred. In addition he suggested that a service agreement be created to detail specific items.

Elizabeth also told the board that it is not known whether a second round of CDBG grants will be available for tourism marketing. A waiver that would allow funding for marketing is necessary. A decision about the waiver is expected to be announced in January.

2. Future Board Meeting Schedule

Chair Bill Almond announced that topics for the January 6 meeting would include a Financial Report, a Town Liaison update from Trustee Ron Norris, and the swearing in of Karen Ericson as a board member. Due to the need for the official seating of Mrs. Ericson, the meeting will be reclassified as a special meeting.

3. Executive Committee Report

Bill Almond reported that the committee has begun discussions with President & CEO Elizabeth Fogarty about compensation, performance evaluation, and goal setting for 2015. Conversations with Elizabeth about compensation will be held in executive session; the board will review the outcomes in either January or February. Almond moved that the board give the Executive Committee authority to negotiate with Elizabeth. Scott Webermeier seconded the motion. The motion passed unanimously.

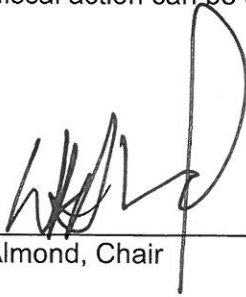
4. Other Business

Scott Webermeier requested that board member Lindsay Lamson's recent request to forecast future years' budgets be delayed until after the entire board has an opportunity to fully discuss issues posed by Lamson. Chairman Almond will work with Lindsay to determine a date for a work session when future fiscal action can be discussed.

C. Adjourn



Suzy Blackhurst, Recording Secretary


Bill Almond, Chair