



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Board of Directors Regular Meeting Minutes

Wednesday, December 19, 2018, 1:00 p.m.  
Town Hall Board Room, 170 MacGregor Ave

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

Also Attending: Kyle Patterson, Claire Woodcock, Jon Nicolas

Shannon Davis, Interim CEO, Visit Estes Park  
Kevin Benes, Chief Financial Officer, Visit Estes Park  
Wendi Bryson, Office Manager, Visit Estes Park

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

### PUBLIC COMMENT.

None

### REPORTS.

Patterson gave an update on the visitation figures for the park in November, the potential for government shutdown, and about a \$4 increase affecting the backcountry camping fees effective March 1st. She also talked to the board about information on the search and rescue efforts in the park.

### CHAIRPERSON'S MESSAGE.

Jurgens gave an update on the agenda items. Gibson moved to approve the agenda, Murphy seconded. With no further comment, the motion passed unanimously.

### PRESIDENT & CEO.

Davis talked about the website performance and PR updates. He gave a brief update on the Warren Miller campaign and some new billboards that are being installed. He covered some upcoming digital campaigns. Jirsa wondered about the reasoning behind the billboards on I 70, and Shannon explained more about the thought behind the campaign.

### CFO.

Benes was not able to make the meeting, but sent the board a message that he would be happy to answer any questions after the meeting. Jurgens ask if Gibson had anything she would like to mention from the finance committee meeting. She declined, but Jurgens mentioned that Eide Bailey had completed the initial onsite work for the forensic audit and the results should be available sometime in mid to late January.

### PROGRAM REVIEW.

Bryson went over the purpose of the schedule and dates the board needed to pay special attention to. Jurgens mentioned that with the new office location it would be possible to move the board meetings to the new office. Bryson agreed, but asked for a little time to figure how to get the new location's conference room setup to accommodate the recording requirements for board meetings. Jurgens requested if the board could discuss moving the meetings to the new location and possibly changing the schedule at the January meeting. Jirsa mentioned that evenings would be easier for his schedule.

POLICY DEVELOPMENT.

1. Jurgens explained that the resolution had not been changed since the previous meeting when it was originally presented to the board. Jurgens moved to approve resolution 04-18 to address appropriations in 2018, Cenac seconded. With no further comment, the motion passed unanimously.
2. Jurgens moved to approve resolution 05-18 to adopt the 2019 budget and approve the funds, Gibson seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

1. Jirsa moved to approve the minutes from the November 26, 2018, November 27, 2018, November 28, 2018 and December 13, 2018 meetings, Gibson seconded. With no further comment, the motion passed unanimously.

BOARD COMMENTS.

SJ gave an update on the new CEO Eric Lund's start date of January 15<sup>th</sup>.

ADJOURN.

Jurgens adjourned the meeting at approximately 1:25pm.

  
\_\_\_\_\_  
Wendi Bryson, Recording Secretary

  
\_\_\_\_\_  
Sean Jurgens, Chair

DATE: 1/16/19 \_\_\_\_\_

DATE: 1/16/19 \_\_\_\_\_