



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Tuesday, December 1, 2020, 6:00 p.m.
Conference Room, 1751 N. Lake Ave Unit 107
Via GoTo Meeting

Board Members Attending:

Chair Person Deborah Gibson, Vice Chair Sean Jurgens, Treasurer Tonya Humiston, Secretary Pat Murphy, Trustee Scott Webermeier, and Director McShan Walker

Also Attending:

Abigail Huebner Interim CEO
Kevin Benes Vice President & CFO, Visit Estes Park
Krystin Campion, Executive Admin Assistant
Josh Harms Marketing Director

The meeting was called to order by Board Chair Person Deborah Gibson at approximately 6:03 p.m.

PUBLIC COMMENT:

No Public comment was stated

REPORTS:

1. RMNP Update-PIO Kyle Patterson

Patterson gives a briefing on Rocky Mountain National Park (RMNP) visitor stats and status update. She covered both September and October visitor stats stating that for September they were down 33% and for October, they were down 20%. They continue to plan on opening more area that was closed due to the wildfires. Hopefully, these areas will be open in the next week. They are also wanting to see more snow in the Hidden Valley area. In this area they will not have the warming hut, like they have had in previous years, due to the Covid-19 restrictions, and they want to encourage social distancing but will have the public bathroom available for people. Trustee Webermeier asks if the timed entry will be coming back and, if so, when? Patterson says that was more of something they implemented for the pandemic and as of right now there is no plan to start it again. If things change with the pandemic and there is a need to bring it back, they will.

2. Town Board Updates

Trustee Webermeier states that the VEP Operating Plan with the amendments that the County requested is going before the Town on December 3, 2020; and he expects it to pass without issue.

CHAIRPERSON'S MESSAGE:

1. Overview of Agenda

2. Approve Agenda

Chair Gibson briefly goes over items on the agenda. Chair Gibson asks for a motion to approve the agenda, Trustee Webermeier moves, and Director Walker seconds the motion. With no further comment, the motion passed unanimously.

3. Update on Interim CEO Negotiation

Chair Gibson states that they have come to an agreement with Abi Huebner on the Interim CEO position and have signed the contract. She will be asking the Board to ratify this agreement later in the meeting.

PRESIDENT & CEO:

Huebner starts her messages with a big thank you and how honored she is to have this role. She continues with a mention of how VEP is always looking for ways and wants to help the community with Covid-19 relief; and that is always an open discussion. She also announces a new program for Stakeholders in VEP, offering some educational options for them. The first one will be on de-

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escalation. This will be a free program for Stakeholders. Trustee Webermeier asks if the Stakeholders have asked for this? Huebner says a few have. Gibson asked for an approximate timeline? Huebner states that the timeline will begin later in the month of December, and, also, the programs will be virtual so they can be viewed at later times as well.

PROGRAM REVIEW:

1. Graves Consulting Presentation

Laurie Graves presents her approach to handling the potential recruitment of the future CEO. Her approach is very collaborative with a desire to work along side VEP and the Board in finding the right person for the job. Graves wants an open line of communication with all parties. She will also provide an overview of candidates, create a custom interview guide, facilitate first round interviews, give a short list of finalists, facilitate second round interviews, and then consult and help negotiate with the finalist. She then moves into the timeline from start to end in the process. She also discussed her previous experience with Estes Park, specifically working with the Town to place the Town Administrator, and working with the Library, and the Housing Department. Trustee Webermeier states Graves wants to cast a wide net for candidates and wants to be a guide through the selections. Chair Gibson wants to know who owns the information of the candidates as they will want to have a record of that with VEP, as well as, who does the checking of references, background, and all that stuff? Graves responds with both or just her as the system is customizable to her client's preference; and VEP would own the personal information that is provided during the application process.

2. Employer's Council CEO Search Q & A Session

Delacastro goes over how his plan is a bit different but offers many of the same items. He goes over the timeline again. Gibson asks if he is still open to a collaborative recruiting effort with VEP doing the marketing? He states he is and thinks it is a great idea which should let VEP do what it does best.

3. Update of County Commissioners and Town on 2021 Operating Plan Addendum and Letter

Chair Gibson asks for any feedback from the Board on the letter she had sent out that will be going to the County Commissioners outlining all the items they had asked for. There is not any feedback to give as the Board was all in favor of her draft. She states she will be sending it out to them later tonight.

4. Marketing Update

Harms presents the Marketing Update with a mention of a winter FAM tour. A plan to continue the AiR program but with a less hard-core athlete this time. VEP will also be doing a cable buy of advertising, for the first time, and a time-lapse of the potential ad runs. Trustee Webermeier brings up a suggestion of a different marketing perspective of a less hardcore and more cozy by the fire type of thing, or "if you can do it at home you can do it in Estes Park". Chair Gibson also brings up a market of couples looking to redefine the date night. With Covid-19, couples can't go out to dinner but are looking for a place to get away and have a romantic glass of wine and forget about things. Harms closes out his presentation with the stats and performance of current and past running ads with ROI.

5. Finance Officer Updates

Benes opens his finance report with a comment that the wildfires had disrupted the mail, and due to this, some key documents were unavailable to close out the month in time for the deadline for the report; but he has the documents now, has closed out the month, and will present the full numbers at the next meeting. He did have the lodging numbers and presented that the September 2020 numbers were down 2.5% from 2019, which is to be expected with pandemic. But, YTD in October, VEP reached the money needed for the year; so the month of November and December of 2020 will be gravy to put towards marketing Estes Park. Benes makes mention that a resolution will be needed to make some changes to the budget line items that had been requested by the Board previously. These will be ready at the next Board meeting.

6. Update of CEO Recruiting Committee and Discussion

Benes presents the list that has been created so far of organizations to push the CEO job posting. Gibson requests that contacting past candidates be added to the list. Director Walker expresses his excitement at having options for the recruiting strategy, and that VEP and the Board will be able to piece meal this together into a collaborative and hybrid process. He was very encouraged by Graves' presentation today. Trustee Webermeier sees a need for a facilitated search process. Both seem to be supportive. Gibson asks which one of the two contractors do we want to use? Gibson states that, on the other hand, they want references for both contractors, which they currently do not have for either one. Trustee Webermeier is wanting to talk with Suzy Blackhurst about her experience with Employers Council. Benes agrees to contact both contractors for references. They discuss wanting to come to a recommendation by the next meeting. They also want to find

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out how the Town Administrator's job was advertised and what visuals went with that.

POLICY DEVELOPMENT:

1. Ratify the Executed Interim CEO Agreement of Abi Huebner "Move to ratify the Interim CEO Agreement of Abi Huebner consistent with prior Board authorization."

Vice Chair Jurgens moves, Director Murphy seconds, and it passes unanimously.

CONSENT AGENDA:

Approval of minutes from the November 17, 2020 Regular Meeting.

Approval of Minutes from the November 20, 2020 Recruiting Committee Meeting

Both items are passed unanimously with Trustee Cenac's motion and Vice Chair Jurgens' second.

BOARD COMMENTS:

The Board members take another moment to congratulate Abi Huebner on Interim CEO. They also discuss the option for changing the Regular Board meetings for the coming year of 2021. It looks like Mondays at 5:00 p.m. are favored by the survey results. They would also like to see Board and staff member bios on the website along with Board Members titles and terms.

ADJOURN.

Meeting was adjourned at 7:56 p.m.

Upcoming Meetings: TBD



Krystin Campion, Recording Secretary



Deborah Gibson, Chair Person

DATE: 10-10-2020

DATE: 12-12-20

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