



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes April 15, 2014

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

Also Attending: Peggy Campbell, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Elizabeth Fogarty, Charley Dickey, Kyle Patterson

Public Comment. None

Board Comments. Bill Almond congratulated staff on their work in being awarded a grant from the Economic Development Administration.

A. Action Items:

1. Approval of the Minutes from March 18, 2014 Regular Meeting
Scott Webermeier moved that the minutes from the March 18, 2014 meeting be approved. Lynette Lott seconded the motion. The motion passed unanimously.
2. Approval of the April 1, 2014 Work Session Notes
Scott Webermeier moved that notes from the April 1, 2014 Work Session be approved. Adam Shake seconded the motion. The motion passed unanimously.
3. Approval of the 2014 Stakeholder Services Plan
Scott Webermeier moved that the Stakeholder Services Plan as presented to the board in March be approved. Lynette Lott seconded the motion. The motion passed unanimously.

B. Discussion Items

1. Town of Estes Park Trustee Liaison Report – Ron Norris
Norris reported that sales tax revenues for the town of Estes Park to date are 12% higher than in 2013. He also said that it is anticipated that construction on the Pavilion stall barn on the grounds of the Fairgrounds at Stanley Park is expected to be complete in May or June and that Wool Market would be the first event to be held there. Five new events that have not been held in Estes Park in the past are being booked for the multi-purpose center.

Trustee Norris noted:

- Pleasure that Town of Estes Park ballot measures passed by large majorities.
- Spring runoff preparations are ongoing.
- An April 9 meeting with Larimer County Commissioners, the Estes Park Planning Commission and the Estes Park Trustees led to productive discussions concerning workforce housing, VRBO/accessory dwelling unit regulations, wedding event location code language, and requirements for microbreweries and distilleries.
- An April 23 ceremony to note the positive vote on Lot 4 is being planned along with a fundraiser for Governor John Hickenlooper.

Chris Wood asked if there had been any consideration of using the Fall River Village project as a workforce housing project. Norris said that all thoughts about options are welcome; the property currently is being analyzed for damage. The Town also is considering its role in housing issues. The issue may be discussed during a late-June retreat.

2. Rocky Mountain National Park Report – Kyle Patterson

Public Information Officer Kyle Patterson updated the board:

- The Park has received publicity from the Weather Channel.
- Trail Ridge Road plowing is scheduled to begin Friday, April 18. A ribbon cutting marking the road's opening is scheduled for May 23, the day the road is scheduled to open to the public.
- Design work for rebuilding Fall River Road is progressing. Bids and contracts are expected by mid-May. While pedestrian traffic currently is allowed (no dogs), once construction begins, the road will be closed to pedestrian traffic from the Lawn Lake trailhead to the Alpine Trail Ridge Store. Also closed is the Alluvial Fan Road area.
- The Moraine Park Visitor Center has been renamed the Moraine Park Discovery Center and will be open this summer.

3. Creative Arts District Update

Adam Shake reported that the Creative Arts Task Force will be conducting a walking tour of Estes Park on Wednesday to showcase the community as part of its work to have Estes Park named a Creative Arts District. Among those scheduled to speak with the review panel are some shop owners, President & CEO Peggy Campbell, and Town Administrator Frank Lancaster. Only 6 or 7 communities will receive the designation, and the determination is not expected for six to nine months.

4. Estes Park Resort.com – asset

On behalf of Ledgestone Hospitality, the company that owns The Estes Park Resort, Campbell stated that Mike Harris has asked to purchase Visit Estes Park's URL "EstesParkResort.com." The URL was purchased from Partners for Commerce who received it from the Estes Park Chamber of Commerce when it ceased functioning. Those using that URL currently are redirected to VisitEstesPark.com. The company has offered to pay Visit Estes Park \$3,750 for the URL. Chris Wood moved to sell EstesParkResort.com for \$3,750.00 as requested. Scott Webermeier seconded the motion. The motion passed unanimously.

5. Financial Report

Finance Officer Suzy Blackhurst spoke about the financial reports that had been distributed with agenda packets. There were no questions.

6. Board of Directors Strategic Plan

President & CEO Peggy Campbell recommended the board discuss the plan during a separate meeting. The Board agreed and it was suggested that the item could be used as a transition topic with the new CEO.

7. CEO Report

Peggy Campbell noted:

- In lieu of an Annual Meeting, a Tourism Summit will be held on May 22 from May 4 to 6 p.m. The Summit will be followed by a community-wide celebration that will be funded by participating organizations.
- Written approval of the EDA grant application has not been received.
- Brand Strategy sessions have been scheduled.
- Organic website use growth in March was 26 percent higher than in 2013; users are spending twice as long on the site as they did a year ago.
- The spring events newsletter had a 30 percent open rate.
- Visit Estes Park hosted two travel writers in March, and deskside tours to New York have been scheduled.
- Deposits for the featured listings that were sold during the lottery have been received

Campbell distributed and discussed with the board a President & CEO transition plan.

8. Future Board Meetings

Scheduled for the May 6 Work Session agenda will be a CEO Search Update, and an update on HB 14-1006.

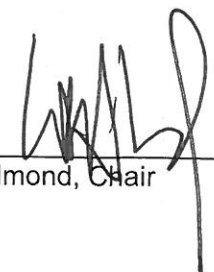
9. CEO Search Interview Details & Process

It was noted that the format for interviews with each candidate for the position of President & CEO would include a public presentation and a private question session with the Board, after which there will be a recap period with only board members. As chair of the board, Bill Almond will open each interview with comments. Board consultant Rick Mack will sit in on each of the interviews. It also was noted that there would be no verbal comments accepted by the board, but if the public has thoughts, they can email those to Mack.

C. REQUEST TO ENTER EXECUTIVE SESSION

Scott Webermeier moved that the board move into executive session for the purpose of discussion of a personnel matter – and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; any personnel policies that do not require the discussion of matters personal to particular employees under C.R.S. Section 24-6-402(2)(f) – Personnel. Lynette Lott seconded the motion. The motion passed unanimously.


Suzy Blackhurst, Recording Secretary

 5/20/14
Bill Almond, Chair