



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

August 4, 2020, 2020 at 6:11pm

Via: Go To Meeting

Board Members Attending: Deborah Gibson, Marie Cenac Pat Murphy, Tonya Humiston, Wendy Koeing and Sean Jurgens

Board Members Absent: Camden Birkeland

Also Attending:

Kyle Patterson, PIO Rocky Mountain National Park
Scott Webermeier, Town of
Estes Park Trustee
Eric Lund, President & CEO,
Visit Estes Park
Kevin Benes Vice President &
CFO, Visit Estes Park
Rebecca Pena, Group Sales
Manager
Josh Harms Marketing Manager

PUBLIC COMMENT.

No public comment

REPORTS.

Kyle Patterson started off by saying that the visitation stats are getting back on track and that most of the days in July are booked and most of August as well. Starting August 23 there is some availability. September still has plenty of spots open. Park is remaining at 60% capacity. Kyle also informed the group that the last minutes spots usually get taken within 2 minutes of them being released. Construction is still being planned and the website will have all updates. They are still seeing significant use in the park before 6am and after 5pm.

Wendy Koeing stated that she is going to resign from her position and appoint Scott Webermeier.

CHAIRPERSON'S MESSAGE.

Sean motioned to approve the agenda

Marie seconded the motion

No comments

Pat, Tonya, Deb, Sean, Marie & Wendy all approved it

PRESIDENT & CEO.

Eric reported that he attended 35 stakeholder, staff and industry virtual meetings. He also met with the Town, EDC, Chamber and Colorado Tourism Office. Eric spoke about our new Dashboard that each person with VEP will have, It will provide good data. New summer program is designed to increase summer demand and is doing well. Book referrals are also up 30%. Office move was completed and the total cost was about \$3,000. Based on pace reports, it appears that Estes Park lodging is recovering well. Through the Book Direct data, June has 14,000 more referrals and 32,800 in July. Group Sales is pacing ahead of 2019 and continues to work hard on increasing leads. We are reviewing future marketing programs to improve demand for the fall and winter. We are continuing to watch the Larimer County variance and collaborating effectively to the Covid-19 challenges. VEP continues to keep communications via the newsletter and emails regarding Covid-19 updates and guidelines. We are seeing substantial increase in visitation to county and state parks. VEP is still distributing masks and will be replacing the 4th of July banners with Keep NOCO open and Be Kind and Patient. All Board of Directors meetings are announced on the transparency page and newsletters.

PROGRAM REVIEW.

Josh gave us updates on the YoY metrics and users, session and pageviews are all up and session duration is flat to last year. Growth is seen from people actively searching Estes Park. Tracking ahead of 2019 except for the total number of articles.

Eric gave a quick update on Stakeholders team and said that the website sales are fully underway. 85 featured listing sold, 56 enhanced listings sold and 22 display ads sold. Since the visitor center is closed and brochure distribution is not available, we will offer online spotlight advertising content for stakeholders.

Kevin started off with 2020 financial highlights, and spoke on how VEP is continuing to freeze spending for the exception of an Ad buy that was agreed upon prior to Covid-19 and masks. Kevin also said he would provide the 2019 audit for everyone and a copy will be available on the transparency page.

POLICY DEVELOPMENT

None

CONSENT AGENDA.

Marie motioned to approve the July 7 meeting minutes
Wendy seconded the motion
No comments
Pat, Tonya, Deb, Sean, Marie & Wendy all approved it

BOARD COMMENTS.

Sean asked if we were all updated in the bank signatures, Kevin responded with we still need to make some changes. Deb informed the group that Camden has resigned from his position.

ADJOURN.

Deb adjourned the meeting at 7:11pm

Next meeting:
September 1st
October 6th
November 3rd



Rebecca Pena, Recording Secretary



Deborah Gibson, Chair Person

8-4-20

Date

12-12-20

Date