



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting Minutes

Tuesday September 15, 2020 at 6:00pm
Conference Room 1751 N. Lake Ave

Board Members Attending: Chair Person Deborah Gibson, Vice Chair Sean Jurgens, Treasurer Tonya Humiston, Secretary Pat Murphy, Trustee Marie Cenac, Trustee Scott Webermerier, Director McShann Walker

Also Attending:

Eric Lund, President & CEO, Visit Estes Park
Kevin Benes Vice President & CFO, Visit Estes Park
Krystin Campion, Executive Admin Assistant
Josh Harms Marketing Manager
John Chmil Estes Park Local Marketing District Attorney

The meeting was called to order by Chair Person Deb Gibson at approximately 6:05 p.m.

PUBLIC COMMENT:

No public comment was stated.

CHAIR PERSON' S MESSAGE:

Chair Person Gibson starts the Special Board of Directors Meeting stating the purpose of the meeting is to review and approve the 2021 Operating Plan. Gibson asks for a motion to approve the agenda. Trustee Webermerier moves and Trustee Cenac seconds the motion. Roll call is taken and the motion passes unanimously.

PRESIDENT & CEO:

Lund then begins his presentation of the current draft of the 2021 Operating Plan along with a draft of the budget, but the budget does not come up for approval until later in the year. Lund mentions page 2 of the Operating Plan stating the mission and vision of Visit Estes Park, otherwise known as VEP. Page 3 is the Executive Summary, however, it is not word smithed and not completely grammatically corrected. Lund asked for feedback on this page. Chair Person Gibson asked if Lund has received the changes she had requested. Lund acknowledges he did and has added them in. Lund draws the attention to the addition of the targeted audience portion that was added by recommendation. Lund mentions the staff flow chart that has been added and the background information from the State. This includes data from 2019 and information from 2020 due to the Covid-19 situation. Lund addresses the goals of the 2021 Operating Plan. Mainly, the goal was to try and interface with the Visitor Center. Lund states VEP is already doing that and it needs to be dropped just to make things simpler. Vice Chair Jurgens asked for clarification on the goal (as to its meaning of trying to take over the Visitor Center or to just work with them). Lund responds with "just interaction" with the Visitor Center. After more discussion, it is

decided it would be best to leave it as is for right now. The presentation transitions to the Marketing Program overview. This section focuses on the Marketing and Groups Sales overview. Lund expresses that this portion has not changed much since the first presentation. Vice Chair Jurgens calls attention to line item D under Group Sales asking for an explanation of Support Stakeholders' Cooperative opportunities to offset marketing costs. Lund explains that some people attend the tradeshow with VEP, and they help by offsetting the cost and enhancing it by bringing giveaways. Vice Chair Jurgens asks if they are businesses or the Town. Lund mentions it is businesses, and they can support with personnel or financially if they are sharing the booth. Vice Chair Jurgens mentions targeting the town or other organizations like The Lodging Association. Jurgens expresses his concern about focusing on favoring properties because they have a larger budget for this than the smaller properties that may not be fairly represented. Lund agrees to change this wording and make it available to associations like Lodging. Vice Chair Jurgens also brings up line item G in the same section on weddings and social groups. Vice Chair Jurgens asked if the Wedding Association is already working on those, and shouldn't we be more focused on other items, since even corporate events are going to be slow as well. Lund states that wedding and social events are the majority of what we get and wanted to highlight that. Vice Chair Jurgens asks if it would be more generic than stating these groups specifically. Trustee Cenac also comments that last year there were several grammatical errors and points out that in line item C, the V on video is capitalized when it should not have been. Lund comments that this is not the final version, but the final version will be cleaned up. Lund asked for any comments on Stakeholder Services and on Community Engagement sections. The Board does not give any comments. Lund then gives a brief overview on budget variances and the budget. This concludes the presentations.

PROGRAM REVIEW:

Webermeier asks to address the ending actual fund balance for the 2020 adjusted line item in the budget. The Board, Lund, Benes, and Attorney Chmil discuss this item, which ends in adding the line item of a fund balance. Chair Person Gibson starts a discussion on replenishing the Reserves that VEP has gained access to in light of the Covid-19 situation creating a state of emergency. Also, a discussion was held by the Board of Directors and Attorney Chmil on Tabor Reserves and the difference of other Reserves. Trustee Cenac requests that the 2021 Operating Plan emphasize the intention of replenishing the reserves but not stating when specifically, as that is a discussion for another time, possibly during the budget discussion that comes later in 2020. Lund asks Chair Person Gibson about the graphic design of the 2021 Operating Plan. Chair Person Gibson responds questioning how for the past 3 years VEP has used the same format and color, but there is not really time to address that issue. Vice Chair Jurgens comments that the editing is the important thing. Chair Person Gibson also comments on how the presentation and review of the Operating Plan have to be done at the same time.

POLICY DEVELOPMENT:

Chair Person Gibson asks for a motion to Approve the Operating Plan with the recommended changes. Vice Chair Jurgens moves, Treasurer Humiston seconds and the motion passes unanimously.

CONSENT AGENDA:

No Consent Agenda items.

EXECUTIVE SESSION:

Chair Person Gibson motions to go into Executive Session for the purposes of discussing personnel matters related to Eric Lund Section 24-6-402(4)(f), C.R.S. Webermeirer seconded. With no further comment, the motion passes unanimously. The Board of Directors entered into the Executive Session at approximately 7:04 p.m. and resumed open session at approximately 9:32 p.m.

OPEN SESSION:

The time is now 9:32 p.m., and the executive session has been concluded. The participants in the executive session were: Chair Person Deborah Gibson, Vice Chair Sean Jurgens, Treasurer Tonya Humiston, Secretary Pat Murphy, Trustee Marie Cenac, Trustee Scott Webermerier, Director McShann Walker and Legal Counsel John Chmil. For the record, if any person who participated in the executive session believes that any substantial discussion of any matters not included in the motion to go into the executive session occurred during the executive session, or that any improper action occurred during the executive session in violation of the Open Meeting Law, I would ask that you state your concerns for the record. Webermeier moves to have Chair Person Gibson, Vice Chair Jurgens, and Legal Counsel pursue those appropriated actions relative to the discussion in the Executive Session. Humiston seconded, and the motion passes unanimously.

BOARD COMMENTS:

None

ADJOURN:

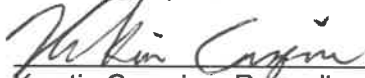
Chair Person Gibson adjourned the meeting at approximately 9:39 p.m.

Next meeting:

October 5, 2020

November 3, 2020

December 1, 2020



Krystin Campion, Recording Secretary



Deborah A. Gibson (Oct 19, 2020 16:17 MDT)

Deborah Gibson, Chair Person

DATE: 10/19/2020

DATE: Oct 19, 2020