



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Board Meeting Minutes September 17, 2013

Board Members Attending: Bill Almond, Lindsay Lamson, Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Visit Estes Park President & CEO Peggy Campbell

Tony Beilat, Estes Park Marketing

Public Comment: Tony Bielat suggested we partner with Nederland to a promotion with Black Hawk and Central City.

Board Comments: None.

A. Action Items:

1. Approval of Minutes for the Aug. 20, 2013 meeting.
Lindsay Lamson moved to approve the Aug. 20, 2013 regular board meeting minutes and to approve the Sept. 3, 2013 Work Session minutes. Chris Wood seconded the motion. Motion passed unanimously.
2. New Board Member Swearing-In: Adam Shake
Board Chair Bill Almond conducted the swearing in of Adam Shake who was newly appointed to the board of directors.
3. Approve 2014 Operating Plan
The board reviewed the 2014 Operating Plan. Campbell read the info on the front cover regarding the fact that the Operating Plan is due to the Town and the County by September 30, 2013 and therefore was written prior to the catastrophic flood that began on September 11, 2013. Campbell said she would add a note to the budget page that due to the flood, the budget will change. Lindsay made a motion to approve the 2014 Operating Plan as amended and Jon second the motion. All approved unanimously.
4. Flood Impacts
Peggy explained that with sales currently at \$100k, target at \$128k, and received revenue at only \$30k, the 2014 Official printed Visitor Guide should be discontinued, however the digital version will move forward and consumers will be driven to the on-line guide. The digital guide will have 2013 advertisers and we may reach out to stakeholders to advertise in the digital guide at a reduced fee. She felt that asking businesses at this time to advertise in the guide, mailing invoices for those who have not paid, is unlikely to be successful under the circumstances. In addition, the product would not be

delivered/fulfilled until 2014 and the situation in Estes Park at that time is unknown, i.e., will Rt 34 and Rt 36 be constructed and easily passable.

Peggy discussed the need to reduce current operations. The third quarter (July, Aug, Sept) tax receipts are due on November 8th. Giving the situation with the catastrophic damage due to the flood, Peggy indicated that the November 8th revenue will likely be much less than the \$800k plus projected. Peggy indicated that expenses would have to be cut, with staff being a piece of it.

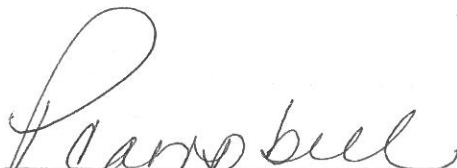
Lindsay Lamson moved to reduce expenses by \$150k-\$200k with staffing/payroll at \$100k +/- and the rest coming from the rest of the operation. Lynette Lott second the motion.

Peggy discussed the support she is receiving from other DMO's such as Visit Denver, Fort Collins, and Boulder. The message is that the issue with Estes Park effects everyone in the region.

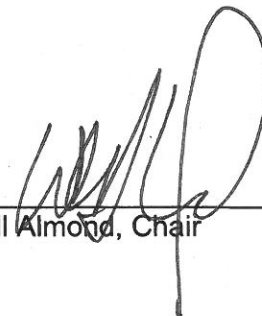
Lindsay Lamson moved to reduce the Visit Estes Park budget by \$200k on an annualized basis, Lynette Lott second the motion (Scott Webermeier was absent for this part of the meeting). The motion passed unanimously.

B. Adjourn.

Chris Wood moved the meeting be adjourned. Jon Nicholas seconded the motion. Motion passed unanimously.



Peggy Campbell, Recording Secretary



Bill Almond, Chair 10/1/13