



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes December 10, 2013

Board Members Attending: Bill Almond, Lindsay Lamson (attending via teleconferencing), Lynette Lott, Jon Nicholas, Adam Shake, Scott Webermeier, Chris Wood

Also Attending: Ron Norris, Town Board Trustee Liaison
Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Stakeholder Relations & Communications Manager Kirby Hazelton
Visit Estes Park Staff Suzy Blackhurst

Stakeholders Jim Pickering, Elizabeth Fogerty, Tony Bielat,

Public Comment. None

Board Comments. None

Public Hearing Regarding the 2014 Budget

Chair Bill Almond opened the public hearing to hear comments about the proposed 2014 operating budget. There being no comments, the public hearing was closed.

A. Action Items:

1. Approval of Minutes for the November 12, 2013 Regular Meeting.
Scott Webermeier moved that the minutes of the November 12, 2013 be approved as submitted.
2. Approval of Resolution 02-13 Adopting a Budget for 2014.
Peggy Campbell announced that Visit Estes Park would receive a \$72,000 grant from Community Foundation of Northern Colorado; Larimer County is anticipated to provide \$15,000, and the Town of Estes Park will be investing \$100,000. Treasurer Webermeier reminded the board that receiving those additional funds will require writing a new budget and re-appropriation of funds in the future. Jon Nicholas moved that the resolution adopting the budget be approved. Scott Webermeier seconded the motion. Motion passed unanimously.
3. Approval of Resolution 03-13 Appropriating Funds for 2014.
Webermeier pointed out that including a line labeled "total" was unnecessary and should be removed. Staff member Suzy Blackhurst agreed to remove the line. Lynette Lott moved to adopt amended Resolution 03-13 Appropriating Funds for 2014, Chris Wood seconded the motion. The motion passed unanimously.

4. Approval of 2014 IGA between the Town of Estes Park and the Estes Park Local Marketing District.

Campbell noted that there were few differences between the 2014 and 2013 IGAs. The most significant change was in establishing deadlines for Visit Estes Park to reimburse the town for staff benefit fees.

Lindsay Lamson suggested that the IGA include guaranteed representation on interview panels when new Board members are selected. Campbell pointed out that board member selection processes are covered in an IGA between the Town and Larimer County. Work to update renewal of the Town/County IGA was underway.

Scott Webermeier moved that the 2014 IGA between the Town of Estes Park and the Estes Park Local Marketing District be approved. Adam Shake seconded the motion. The motion passed unanimously.

B. Discussion Items & Reports

1. Town of Estes Park Update – Liaison Ron Norris.

Trustee Norris noted:

- Colorado Department of Transportation has been distributing messages about flood debris removal
- Temporary repairs on Fish Creek have been completed
- The IGA concerning permanent repairs to Fish Creek will be postponed
- The Town has received a \$50,000 grant from Community Foundation of Northern Colorado
- The final hearing on the Town's 2014 budget is to take place Dec. 10
- Updates on buildings at the fairgrounds were scheduled to be heard
- Town sales tax collections in October were down 18% from 2012

Norris announced that at 4 p.m. on January 6 there would be a special Town Board meeting where details surrounding an Anschutz Wellness Center would be discussed. He also said that Town elections to be held on April 1 will have several issues, including the election of three trustees, the Wellness Center, a citizen's initiative to keep Lot 4 as Open Space, instituting a temporary sales tax increase to improve roads, and provide funds for construction of a community center.

2. Rocky Mountain National Park Update – Kyle Patterson.

Patterson told the board that due to extensive flood damage, Fall River Road will be closed through 2014 and possibly in 2015. At the Alluvial Fan the river changed directions; the park is looking at funding sources for repairs. Aspen Glen and Glacier Basin campgrounds will be open in 2014 and there will be no construction on Bear Lake Road. She said that damage assessments to trails have been completed, allowing for repair design concepts and cost estimates to be developed. Once that work is complete, the work will be prioritized. She also talked briefly about the Park hosting a September 4, 2014 Centennial kick-off celebration.

3. ShopEstesParkColorado.com.
While saying the issue did not warrant board involvement, the board discussed allowing aggregating websites access on VisitEstesPark.com would create a change to current the Stakeholder Services policy. The board agreed to further discuss the issue during a special meeting on January 7, 2014.
4. Chairman's Update: CEO Search Committee Progress.
Chair Almond and Scott Webermeier have met with Peggy to review documents related to her replacement. Webermeier asked that Attorney Dick Lyons be consulted in relationship to Colorado's Open Meeting Act. Board members Lamson and Lynette Lott expressed a desire to move through the selection process quickly. Lott also said having the entire board involved in the decision-making process should be considered. Lamson requested a special meeting to further discuss the situation. The board agreed to meet from noon to 2 p.m. on December 17.
5. Review Stakeholder Advertising Pricing Structure.
Kirby Hazelton recommended the board adopt the current website pricing structure for the 2014-2015 calendar year, and sell featured listings on a lottery basis. Many of the board expressed divergent opinions about pricing featured listings. Some board members suggested alternative pricing structures, some suggested that no changes be made. Another suggestion was to revise pricing based on demand and traffic.

Lynette Lott moved that the board approve pricing defined as #1 and #2 in meeting documentation provided by Hazelton. Jon Nicholas seconded the motion. Motion passed unanimously.

The board directed Hazelton to conduct an analysis of Featured Listing performance based on category/page traffic, and then create a pricing structure that's reflected of page performance, e.g., categories where Featured Listings sold out and had performed extremely well (highest number of page views, highest click-through rates, etc.) would warrant an increase in price per listing. The board will review this analysis and ensuing proposed price structure at a future meeting.


Suzy Blackhurst, Recording Secretary


Jon Nicholas, ^{Vice}Chair