



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Meeting Minutes January 28, 2014

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

Also Attending: Ron Norris, Town Board Trustee Liaison
Visit Estes Park Staff Suzy Blackhurst

Stakeholders Steve & Kay Kruger

Public Comment. None

Board Comments. None

A. Action Items:

1. CEO Search Committee Recommended Selection Process.

Bill Almond recapped options related to the search process for a CEO as determined during the December 17 meeting of the board: 1) Hire a search firm; 2) Contract for search assistance with Mountain States Employment Council (MSEC), or 3) Conduct a search independent of outside assistance.

Adam Shake reviewed CEO Search Committee work and subsequent findings:

- It would cost \$30,000 to hire a search firm. One firm was interviewed.
- While MSEC is a human resources specialty company and does not have names of individuals in a pool of potential applicants, or those who specifically have DMO experience, consultants with the company are experienced in helping lead executive searches. Cost to work with MSEC would be \$9,000 to \$11,000. One MSEC consultant had been interviewed; a second interview was scheduled for January 29, 2014.
- Once a decision is made, the search committee believes it is likely that a needs assessment will be required to identify elements key to the position.
- The goal of contracting with search professionals is to have their work result in a pool of candidates from whom to choose.

After presenting the committee's work, Shake moved that the board choose to use the services of MSEC for the Visit Estes Park CEO search. Lynette Lott seconded the motion.

In subsequent discussion, Stakeholder Steve Kruger said he was pleased the board would be using a professional service to conduct the employee search.

The motion presented by Shake passed unanimously.

2. Resolution 01-14 Recognizing the Restatement of the 2013 Detail Summary.

Board Treasurer Scott Webermeier introduced a resolution to recognize the restatement of the 2013 Detail Summary for the 2013 fiscal year following the advice of Accountant Kathy Asche. Reading the proposed document, Webermeier moved that Resolution 01-14 be approved. Lindsay Lamson seconded the motion. Motion passed unanimously.

B. Discussion Items

1. Status of House Bill ²⁰⁰⁴⁻1-1006.

Jon Nicholas reported that the bill now before the legislature would require remittance of lodging taxes be on a monthly, rather than quarterly basis. Testimony supporting the legislation at a hearing in Denver on January 28 was expected from Diane Muno, Estes Valley Partners for Commerce and Elizabeth Fogerty, Estes Area Lodging Association. Nicholas and Chair Bill Almond also planned to attend the hearing. The bill is being sponsored by Rep. Jonathon Singer (D), and Sen. Kevin Lundberg (R).

2. VRBOs Collection of Sales Taxes.

Adam Shake and Town Trustee Ron Norris reported that the Town of Estes Park has begun a concentrated effort to notify VRBO property owners of the need to collect and remit sales taxes. Through the Town's Code Enforcement office, the largest 50 VRBOs advertising were identified. Many of the properties advertised occupancies of 9 or more individuals in violation of state law. The town has reported that nearly all the identified properties have agreed to comply with regulations. Norris suggested that EALA might be interested in hearing about the Town's efforts. Board members said Visit Estes Park would be interested.

3. Election-Related Speakers.

Jon Nicholas suggested that the group involved in the Open Space Initiative be invited to present their viewpoint at the Feb. 4 Work Session.

C. Other Business.

Ron Norris listed agenda items coming before Town Board on Jan. 28, 2014 and offered to talk to the Visit Estes Park Board of Directors about the town's proposed sales tax initiative.

Adam Shake told the board that a campaign group, "Stand Together for a Strong Tomorrow," had been formed and would be available to provide a 10-minute program. The Board asked Suzy Blackhurst to issue the group a formal invitation to speak during the February 18 meeting.

D. Adjourn.

Scott Webermeier moved that the meeting be adjourned. Lynette Lott seconded the motion. Motion carried unanimously.



Suzy Blackhurst, Recording Secretary



Jon Nicholas, Vice Chair