



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Special Board Meeting Minutes January 7, 2014

Board Members Attending: Bill Almond, Lindsay Lamson (by teleconference), Lynette Lott, Jon Nicholas, Adam Shake, Chris Wood

Also Attending:

Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Stakeholder Relations & Communications
Manager Kirby Hazelton
Visit Estes Park Staff Suzy Blackhurst

Stakeholders Elizabeth Fogerty, Carrie Arnold, Ken Arnold, Deb Gibson, Kathy Kovchevar, Rainer Schelp, Tony Bielat, Cindy Liddell

Public Comment. None

Board Comments. None

A. Discussion Items:

1. 2014 Stakeholder Website Pricing.
2. Kirby Hazelton reviewed the website advertising pricing structure that was originally presented to the board on December 10, 2013. Per the board's request at this meeting, additional data was provided to the board that included information about Featured Listing page performance. Hazelton restated the original staff recommendation that no pricing increases be made in 2014, and that DTN was strongly in support of this recommendation. Hazelton also stated that she and DTN felt that having only six months of data – three months of high summer traffic, and three months of severely impacted post-flood traffic – to review was not ample information for structuring price increases. It was again recommended by staff that no changes in Featured Listing pricing occur in the year post-flood and until at least one full year of website data had been obtained.

After extensive conversation that involved receiving comments from stakeholders, Lynette Lott moved that prices for featured listings in 2014 be the same as in 2013. Chris Wood seconded the motion. Motion passed unanimously.

Lindsay Lamson registered concern about using a lottery system to award sales of featured listings. Lamson moved that the sale of featured listings be open to all parties up to 20 slots. The motion died for lack of a second.

Lynette Lott moved that 10 featured listings per category be awarded on a lottery basis with a mandatory payment required by a certain date if selected. Chris Wood seconded the motion.

Considerable conversation about the merits and disadvantages of the lottery system was held.

Jon Nicholas called the question. The motion passed unanimously.

3. Aggregator Websites.

President & CEO Peggy Campbell recapped the policy for the types of businesses eligible to participate in Visit Estes Park's advertising and promotion services: be a tourism business, be open to the public, operate from a single physical location. Chairman Bill Almond noted that as the policy is written, aggregator websites are not allowed to be included on VisitEstesPark.com.

Rainer Schelp, who created ShopEstesParkColorado.com following the September flood, explained that the motivation for the site was to help the merchants. He said he thought the site would be a good promotion for merchants and help bring people to town.

Board members discussed how allowing ShopEstesParkColorado.com a position on VisitEstesPark.com would set a precedent for allowing aggregator sites access to the site. Also noted was Schelp's plan to charge businesses for listings in another year, although those listing currently are free. Other board members were concerned that an aggregator site would devalue the VisitEstesPark.com site.

Adam Shake asked for more time to consider the issue. The issue was tabled until January 21.

4. Adjourn.

Lynette Lott moved the meeting be adjourned. Adam Shake seconded the motion. Motion passed unanimously.



Suzy Blackhurst, Recording Secretary



Jon Nicholas, Vice Chair