



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes September 16, 2014

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

Also Attending: Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Ron Norris, Trustee, Estes Park Town Board
Kyle Patterson, Rocky Mountain National Park

Public Comment. None

Board Comments. None

A. Action Items:

1. Approval of the Minutes from the August 19, 2014 Regular Meeting.
Scott Webermeier moved that the minutes from the August 19, 2014 Regular Meeting be approved. Adam Shake seconded the motion. The motion passed unanimously.
2. Approval of the Notes from the September 2, 2014 Work Session.
Scott Webermeier moved that the notes from the September 2, 2014 Work Session be approved. Adam Shake seconded the motion. The motion passed unanimously.
3. Approval of 2015 Operating Plan
Lindsay Lamson moved that the 2015 Operating Plan be approved. Scott Webermeier seconded the motion. During the subsequent review of the Plan, Chair Bill Almond recommended that the Finance Committee bring the subject of a reserve fund to the board for further consideration. Lamson complimented President & CEO Elizabeth Fogarty on the quality of the document. Webermeier called the question. The motion passed unanimously.
4. Bank Information Access
Lindsay Lamson moved that President & CEO Elizabeth Fogarty and Director of Operations & Finance Suzy Blackhurst be authorized as eligible viewers on all financial account information. The authorization does not include eligibility to execute documents. Lynette Lott seconded the motion. The motion passed unanimously.

B. Discussion Items and Reports

1. Rocky Mountain National Park Report – Kyle Patterson
 - Work on visitation statistics is being completed. It appears that August 2014 visitation counts will be approximately the same as in August 2013.
 - Centennial events kicked off with events on both sides of the National Park attended by a total of approximately 700 people in both Grand Lake and Estes Park. Social media campaigns, a newly produced film about Rocky Mountain National Park, winter season evening programs on Saturdays, and art projects throughout the state are among events and activities associated with the Centennial through next year.
 - It is hoped that Fall River Road will be open on July 4, 2015

2. Town of Estes Park Trustee Liaison Report – Ron Norris

In his liaison report, Town Trustee Ron Norris stated:

- Town sales tax receipts are up approximately 4%
- Town officials have been told that the permanent repairs construction on U.S. Hwy. 34 will not begin until fall of 2015.
- VRBOs and redevelopment regulations were discussed during a meeting between ARD and the Community Development Department. It was noted that 285 licenses or permits have been issued for homes providing short term rentals. Town staff have met with property managers who have indicated that can support changes in current licensing. Redevelopment code changes also have been discussed. Changes in regulations suggested by staff are expected by mid-November.

3. Board Discussion – Destination Product Development

CEO Elizabeth Fogarty is expected to concentrate on activities surrounding product development while staff maintains the day-to-day activities of Visit Estes Park. Trustee Norris said some confusion exists about what product development is in the public arena. Elizabeth clarified that product development could encompass opportunities that include paddle boards on Lake Estes, Pro Challenge bicycle race, the Wellness Center, adding amenities and activities to the Visitor Center, assistance with the proposed Recreation/Community Center, completion of Bond Park, downtown pedestrian plaza, development of a performing arts center and attracting funders and investors, or redevelopment of the Elkhorn Lodge property. A close collaboration with the Economic Development Corp. and the Town of Estes Park will be the partnership that assists in this overall vision and long term strategy for Estes Park. The other area associations will be involved via Visit Estes Park and the EDC so it will be a symbiotic relationship for all community organizations, associations and entities with regard to being involved.

The town's opportunity with the FLAP grant, the planning steps currently involved and subsequent transportation changes provides opportunity to encourage developing Elkhorn Avenue and vicinity. It was discussed that a conversation about redevelopment and the proposed transportation changes be held between Elizabeth, one or two board members, Ron Norris and Frank Lancaster.

4. Financial Report

Finance Officer Suzy Blackhurst provided a written financial report, including a balance sheet, P&L and P&L Comparison.

5. CEO Report

Elizabeth Fogarty spotlighted progress on a variety of projects underway including the status of a subsequent CDBG grant that will include funding for tourism marketing, partnership with Larimer County as they develop a county-wide asset assessment, Northern Colorado Economic Development Corp. update, FLAP Grant, event coordinator job posting, visitor guide ad sales, Regional Tourism Act, working with the events department to develop Rocky Mountain National Park Centennial activities, regional tourism promotion with Grand Lake and CO Tourism Office, Association Forum, in-market opportunities & social media, official logo trademark designation costs to develop a responsive web design for 2015, and participating on the Wellness Committee. Key indicators were reviewed with discussion of anything + or – outside of the usual trend.


6. Future Board Meeting Schedule

It was noted that the agenda for the October 7 Work Session will include Committee Reports and a discussion about advocacy.

C. Adjourn



Suzy Blackhurst, Recording Secretary



Bill Almond, Chair