



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Work Session Notes October 7, 2014

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

Also Attending: Visit Estes Park President & CEO Elizabeth Fogarty
Visit Estes Park Director of Operation & Finance Suzy Blackhurst

Discussion Items:

1. Financial Report.

Director of Operations and Finance Suzy Blackhurst provided the board with updated financials including cash balances, lodging tax disbursement scheduled for October and a status report on lodging businesses not remitting taxes.

2. Town of Estes Park Investment.

President & CEO Elizabeth Fogarty asked board members for direction in determining whether to request that the Town of Estes Park provide Visit Estes Park a financial investment for 2015. Following a lengthy discussion in which all board members favored requesting an investment due to perceived stakeholder desires, while also building a partnership relationship with the Town, it was suggested that Elizabeth draft a letter to the Town Board requesting funding. Everyone agreed that stressing appreciation for the positive relationship and partnership between the two boards was of most importance. It was also noted that the request be focused toward increased funding for the new event complex and events/festivals (in addition to what Visit Estes Park already invests). Amount to request was suggested between \$25,000 - \$35,000.

3. Committee Reports.

Advocacy: Jon Nicholas and Adam Shake will be building a matrix showing organizations where Visit Estes Park Board and Staff are active, where there is overlap, and where involvement with specific groups may be missing. Scott Webermeier suggested developing a biweekly column that focuses on the accomplishments of Visit Estes Park and identifies critical issues. Elizabeth noted that arrangements have already been made for her to submit a monthly column to the newspapers. The column will be in addition to the "CEO Corner" section of the monthly partner eNewsletter.

Finance: Scott Webermeier and Lindsey Lamson will be developing a proposal on reserves.

Governance: Chris Wood and Lindsay Lamson have submitted applications for reappointment to the board. The Town has extended the board member application deadline to October 20, 2014. Chris and Lynette Lott have been working to develop a board self-evaluation instrument to distribute prior to the November 18 board retreat.

4. EDC Board Executive Committee Seat

Board members agreed that Elizabeth should seek a seat on the EDC executive committee when elections are held on October 30, based on our level of investment, and the close partnership that EDC and VEP will share with the Town in product development and the future vision of Estes Park.

Suzy Blackhurst

Suzy Blackhurst, Recording Secretary

Bill Almond

Bill Almond, Chair