



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

**Board of Directors Regular Meeting
Thursday, January 26, 2023, 2:00 PM
Via ZOOM Meeting**

Board Members Attending:

Chair Deborah Gibson, Vice Chair Sean Jurgens, Trustee Scott Webermeier, Secretary McShan Walker, Director Pat Murphy, Director Rich Chiappe and Director Jerusha Rice

Others in Attendance:

Adam Shake
Kyle Patterson
Colleen DePasquale

Board Members Not in Attendance:

None

VEP Staff:

Kara Franker, CEO
Michael Zumbaugh, CFO
Rebecca Domenico-Gelsinger, COO
Heidi Barfels, CMO
Rachel Ward Oppermann, Community Relations, Advocacy & Sustainability
Kendall Akin, Creative Manager
Dana Paiement, Sales & Events Manager
John Berry, Photographer
Claire Molle, Communications Coordinator
Colleen Sovey, Community Relations Manager

The meeting is called to order at 2:02 p.m.

CONSENT AGENDA & MINUTES:

1. Overview of Agenda

Chair Deborah Gibson gives an overview of the agenda items.
Chair Deborah Gibson asks for a motion to approve the agenda.

2. Approve Agenda

Director Pat Murphy moves to approve the agenda. Vice Chair Sean Jurgens seconds. The agenda is approved.

3. Approve Minutes

Chair Deborah Gibson asks for a motion to approve the minutes from the December meeting. Director Pat Murphy moves to approve the minutes. Trustee Scott Webermeier seconds. The minutes are approved.

CALL FOR TOWN BOARD UPDATES:

Trustee Scott Webermeier says there are no updates from the town board meeting.

PUBLIC COMMENT:

There is no public comment and Chair Gibson moves on to updates from Ex-Officio members starting with Kyle Patterson of RMNP.

REPORTS:

1. Kyle Patterson says it is RMNP's 108 birthday, cool stuff on social media. Mention great publicity from KOA article and Outside magazine. RMNP is currently focusing on 2023 Timed Entry plans. RMNP is currently pushing "plan ahead messaging." Also working on winter messaging including avalanche safety. Kyle will be sending out an Environmental Policy Act presentation.
2. Adam Shake of the EDC gives an update that Parker Witmore, the new Entrepreneurial Center Manager is now in-house. The Board of Directors will be down to 7 people taking effect in April. Some board seats are now open. Krista Davis will be taking over the Treasurer position previously filled by Kevin Benes. Shake says The Base Program is going very well.
3. Colleen DePasquale of the Estes Park Chamber of Commerce gives her updates. The Chamber will be hosting their first "Food for Thought" event at the American Legion on Jan. 26. The next "Estes Next" event will be a wine tasting at Snowy Peaks Winery taking place the following week. "Coffee Connections" are a new thing that are beginning this month. More information about all the new events are on the Chamber of Commerce website.

PROGRAM REVIEW:

1. CEO Kara Franker continues with the CEO Report. Franker starts with Frozen Dead Guy Days update including photo shoot, launch of ticket sales and promoting hotel packages. Franker also gives an overview of frozendeaddguysdays.com. Franker reviews the marketing plan for Frozen Dead Guy Days along with an overview of the events scheduled for the weekend. Franker explains any additional proceeds will be going to workforce housing and childcare. No money will be going back to Visit Estes Park. Franker moves on to discuss the latest information saying people are starting to feel the pinch from travel prices highlighting the “U.S. Travel Tracker from Skift.” Franker also explains an adjustment to the Dean Runyan report previously released by Visit Estes Park. The adjustment shows that 77.5-percent of sales tax is visitor generated. Franker reviews new paid media for 2023 with Expedia.
2. COO Rebecca Domenico-Gelsinger, gives her report about Visit Estes Park community involvement including staff members attending Vert’s 1-year anniversary, the Chamber of Commerce Gala, EstesNext, Community Roundtable, Chamber and EDC HR workshop. VEP staff member Dana attended the Visit Denver meeting. Staff Members Dana and Colleen attended the Destination Colorado Meeting showcase in December. Colleen will be attending the Rocky Mountain Bridal Show in December as well as the Estes Park Wedding Association’s annual wedding show. Domenico-Gelsinger will attend GoWest and MIC in Denver. Domenico-Gelsinger hands the slides over to Dana and Colleen to review their recent work. Dana and Colleen reviews the community outreach work they have been doing including Beyond Holidays and Hope Kids. Domenico- Gelsinger continues with new stakeholder news including the plans for the F.O. Stanley Chocolate Factory in the Old Church Shops, the new owners of The Daily Donut, the purchase of two properties for the new Trailborne properties and mention of Della Terra as top 13 mountain venues from “The Knot.” Domenico-Gelsinger gives visitor center guest count with 7,300 for December 2022, and almost 310,000 ytd for 2022.
3. CMO Heidi Barfels gives the marketing update. Barfels reviews paid media advertising and highlights Travelzoo sponsored gallery including the new heat map. Barfels reviews paid social advertising promoting the romance month and focus on the Wine & Chocolate Festival. Barfels presents the new “Now You Know” series featuring Nick Molle. Barfels discusses recent photoshoots from John as well as FAM trips including Graham McKenzie from the UK.
4. CFO Mike Zumbaugh gives financial updates. Zumbaugh starts with the

review of November lodging tax revenues and year-to-date numbers. Zumbaugh reviews receipts compared to budget, showing we are ahead 10-percent for the month, and ahead 14.2-percent year-to-date. Zumbaugh reviews total lodging tax revenues on a month-by-month basis throughout the year.

ACTION ITEM: Accept financial statements as presented

Chair Deborah Gibson asks for a motion to approve the financial statements as presented.

Secretary McShan Walker seconds the motion. Motion passes.

Short Term Rental Discussion

Director Rich Chiappe gives an update on Short Term Rentals. Chiappe explains an open house at the Estes Valley Community Center which took place on Jan. 25th, 2023. Chiappe says it will be harder to get licenses for short term rentals in residential areas. Chiappe says new regulations are expected to be approved by late February, 2023.

ACTION ITEM: Discussion of 2023 Board Positions

Scott Webermeier moves to accept the reappointment of Sean Jurgens and Jerusha Rice to the Visit Estes Park Board. Director Pat Murphy seconds. Motion passes.

Chair Deborah Gibson nominates Vice Chair Sean Jurgens as the new Board Chair. Pat Murphy seconds. Chair Gibson calls for vote, all vote yes.

Jerusha Rice is sworn in.

Vice Chair Sean Jurgens is sworn in as new Chairperson of the Visit Estes Park Board of Directors.

Deborah Gibson nominates Scott Webermeier as Treasurer. Director Rich Chiappe seconds. Weberemeier says he is willing to serve. Gibson calls for vote, all vote yes.

Director Rich Chiappe nominates McShan Walker to continue serving as Secretary, Deborah Gibson seconds. Gibson calls for vote, all vote yes.

Chair Sean Jurgens nominates Deborah Gibson as Vice Chair. Treasurer Scott Weberemeier seconds. Gibson calls for vote, all vote yes.

ADDITIONAL ITEMS:

Treasurer Scott Webermeier says we owe CEO, Kara Franker, an annual evaluation. Weberemeir asks that the staff and the board complete the evaluation. CEO Franker

says she will schedule this with HR representative Laurie.

ADJOURN:

The meeting is adjourned at 3:50 pm.

Upcoming Meeting: Regular Board Meeting on February 23, 2023 at 2 pm.

Claire Molla

Recording Secretary

DATE: 2/21/2023



McShan Walker (Feb 23, 2023 14:26 MST)

Mcshan Walker Secretary

DATE: Feb 23, 2023







VEP Jan. 26, 2023 Board Meeting Minutes by Claire

Final Audit Report

2023-02-23

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