



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

**Board of Directors Regular Meeting
Thursday, October 27, 2022, 2:00 PM
Via ZOOM Meeting**

Board Members Attending:

Trustee Scott Webermeier, Secretary McShan Walker, Director Pat Murphy, Director Rich Chiappe and Director Jerusha Rice

Board Members Not in Attendance:

Chair Deborah Gibson, Vice-Chair Sean Jurgens,

VEP Staff:

Kara Franker, CEO

Michael Zumbaugh, CFO & COO

Rebecca Domenico-Gelsinger, Deputy Director

Heidi Barfels, Chief of Marketing

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 2:00 p.m.

CONSENT AGENDA & MINUTES:

1. Overview of Agenda

CEO Kara Franker gives an overview of the agenda items.

CEO Kara Franker explains that “Ballot Language Resolution Review” is listed incorrectly in the agenda, this is actually a statement showing support from the Board of Directors of 6E. Trustee Scott Webermeier asks that this be noted in the minutes he will accept a motion to approve the agenda.

2. Approve Agenda

Trustee Scott Webermeier moves to approve the agenda and minutes as amended Director Pat Murphy makes a motion. Director Jerusha Rice seconds the motion. The agenda and minutes are approved.

CALL FOR TOWN BOARD UPDATES:

Trustee Scott Webermeier gave an update that Tuesday night the town board approved a rezoning of the fish hatchery property from Accommodations to RD Residential ultimately setting the groundwork for the development over there allowing for enough capacity to make it make sense for the developers.

PUBLIC COMMENT:

There is no public comment and Trustee Scott Webermeier says we will move on to reports from the Ex-Officio members.

REPORTS:

1. Trustee Scott Webermeier asks for reports from Ex-Officio members, CEO Kara Franker explains the only Ex-Officio member in attendance is Kyle Patterson of RMNP. Kyle Patterson explains that the Fall River entrance to RMNP will be undergoing a project to replace entrance stations with kiosks, so that area will be affected by that project next week and will continue through mid to late June. Patterson says Rocky Mountain Gateway and the Fall River Visitor Center will remain open through the project. Patterson says they will be putting out messaging about the project and encouraging visitors to use the Beaver Meadows entrance to RMNP. Patterson reports that in September 2022, RMNP saw a 20-percent increase compared to 2021, bringing the year to date overall down about 5-percent.

PROGRAM REVIEW:

1. CEO Kara Franker continues with the CEO Report. Franker reports the US Travel Association is reporting household finances in a strong labor market continue to support leisure travel, particularly on the higher side if you have higher net worth households who travel more frequently. Franker also reports the US Department of Homeland Security said that they were going to create spots for I think 65,000 more visas for fiscal year 23. Franker says Vice-Chair Sean Jurgens is currently in DC advocating for this. Franker explains another huge push right now is the holidays for which trips need to be being booked already. Franker says another huge topic this time of year is food and people looking for inspiration on places to eat. Franker says another important thing to note is for Millennials and Gen Z adventures and food are more significant drivers of aspirations while Gen X and Baby Boomers are likelier to site wanting to return to a previously visited destination. Estes Park is a favorite destination to return to for Gen X and Baby Boomers so we expect to see those loyalists continuing to visit. CEO Kara Franker says digital nomads are very up and coming and could be a 1-billion-dollar market for us to jump into. Franker says Kendall found information from the Outdoor Industry Association's Participation reports shows as the population grows, the projection show a decline in the number of white persons with no ethnicity or with a majority share of the total population, showing if the outdoor participant base has not become more diverse over the next 30 years, the percentage of outdoor recreation participants in the population could slip from 54% to under 40%, meaning if not addressed

the lack of diverse outdoor participation, Say that five times fast could lead to significant revenue loss for businesses in the outdoor market, and less support for the conservation of public lands. Franker says this shows us how important it is that we continue to be inclusive.

ACTION ITEM: Vote on Resolution 5 in Support of 6E

Trustee Scott Webermeier moves to vote in support of Resolution 5, Director Jerusha Rice gives a slow move on the motion, Director Rich Chiappe seconds the slow move.

Trustee Scott Webermeier requests that CEO Kara Franker do a roll call on this motion. Franker gives the following roll call:

Franker speaking: "Chair Deborah Gibson is not here today, neither is Vice Chair Sean Jurgens so we go to treasure in town trustees Scott Webermeier."

Webermeier responds, "Aye." Secretary McShan Walker responds, "Aye." Director Pat Murphy response, "Aye." Director Rich Chiappe responds, "Aye." Director Jerusha Rice responds, "Aye." Motion Carries.

2. CEO Kara Franker passes to Rebecca Domenico-Gelsinger to give her report. Gelsinger reports that she and Rachel Ward-Oppermann attended the Larimer County meeting to vote on VEP's Operating Plan. At the same time, Kara spoke at the EDC's community breakfast. Gelsinger reports DTN was in town to talk with stakeholders about marketing options for our partners, and VEP staff members John and Colleen presented at the EDC's basecamp program. Gelsinger reports the VEP team has been making an effort to meet with and participate in tours with local tour guides. Gelsinger continues on to discuss the Beyond Program, saying Beyond Elk Fest had a very good turnout with a lot of offers and promotions submitted from local businesses. Gelsinger says Explore Estes had the most hits of their private Fall Elk Rut Tour. Gelsinger says other businesses all had hits on their offers within the upper 200's. Gelsinger says we are now pushing forward with the "Beyond Holidays" program and that VEP is currently accepting offers from local businesses for that through OLIVE. Gelsinger says "Beyond Holidays" will run November 19th, through New Years Day. Gelsinger says Susie Masterson with Vacationland is currently in the process of doing renewals and sales for the 2023 book. Gelsinger reports that 95-thousand copies of Vacationland were printed and distributed in 2022. As far as what stakeholders have been up to, Gelsinger reports that You Need Pie was recognized this month as well as Rock Cut Brewery receiving the bronze medal at the Great American Beer Festival, and Brownfield's was featured in an article from Shout Out Colorado. Gelsinger reviews the count for the Estes Park Visitor Center September numbers. Gelsinger reviews group leads saying there were 16 leads for September that equated to about a little over 3200 room nights with an economic value of about 506,000. Gelsinger passes to CMO Heidi Barfels for her report.

3. Barfels gives reports on paid social campaigns for Do Estes Right saying this

campaign was very successful with really great engagement of 564,000 unique people. The wildlife video has been the most popular with 88% of the clicks. The lowest cost per click, and the second highest click through rate. Barfels highlights a new ad currently running through a company called pad squad. It is a programmatic display digital advertising, and it's just rocking it. And that's why we wanted to showcase it for you. Barfels says the industry average for a video completion rate is 65%, meaning 65% of the people actually watch it to the end. Barfels reports this video was so captivating that 87% of the people who see it, watch it to the end and the past month it had 480,000 views. Barfels moves on to discuss paid search stats, saying for the October campaigns there is a 96-percent conversion-rate meaning 96% of people are clicking through to the website, and hopefully going over to your pages and our stakeholders. Barfels gives an update that the top markets continue to be consistent with Nebraska, Kansas City, Denver and Iowa. CEO Kara Franker chimes in that in the last board report, there was an error saying Nevada was one of the top markets, but that was actually meant to say Nebraska as it does this month and was a mistake. Barfels reviews blog content for the month, a lot of which was the "spooky" content. Barfels highlights the wedding photoshoot and family reunion photoshoot which occurred this month in an effort to refresh ads and PR initiatives for weddings and family reunions. Barfels reports on Media coverage saying Estes Park always receives a lot of coverage in October for being one of the most haunted places in the world. Barfels says this included a lot of coverage in Conde Naste Traveler, as well as coverage in Reader's Digest for "Mini Vacations that won't break the bank."

4. CFO Michael Zumbaugh continues with the financial report. Zumbaugh reports looking at year to date, we're just very slightly down 1% compared to 2021 actual stay numbers, and comparing our tax receipts to budget, we are 12.5% ahead which has remained throughout the year so far looking at 13.3% year to date, well ahead of budget. Zumbaugh shows a graph showing 2022 numbers compared to the last 5 years. Zumbaugh explains August is dipping down a little bit, but based on Kyle Patterson's comment about how the September visitation was so great, I look forward to that number shooting back up once we receive the actual figures from Colorado Department of Revenue in November. Zumbaugh reports that the VEP Staff has been diligently working on the accreditation program with the goal to complete it by Dec. 31, 2022. Zumbaugh says over the next month, VEP is going to be sending out various documents to the board in hopes to receive approval of those items at the next board meeting. Zumbaugh reports that we do not need to have a separate standalone budget here and meeting it, the town actually makes a part of their regular meeting instead. Zumbaugh says we will review the budget at the next board meeting on Dec. 1, 2022, and vote on the budget in a special meeting on Dec. 15, 2022.

ACTION ITEM: Accept financial statements as presented

Director Pat Murphymoves to accept the financial statements as presented.

Director Rich Chiappe seconds the motion. Motion passes.

ADDITIONAL ITEMS:

Trustee Scott Webermeier asks when the install date is for the kiosk at the Visitor Center. Rebecca Domenico-Gelsinger responds that the install date is Nov. 3, 2022.

CEO Kara Franker updates staff on upcoming possibilities and projects for the 150th anniversary of Isabella Bird coming to Estes Park. Explaining some event and marketing opportunities based on this for 2023.

Director Rich Chiappe brings up concerns about lodging numbers in August as well as April and May expressing there are opportunities to leverage in these months, and says marketing dollars would be well spent to market the end of August, April and May.

ADJOURN:

The meeting is adjourned at 3: 02 pm.

Upcoming Meetings: September 22, 2022.

Claire Molla

McShan Walker

Recording Secretary

Mcshan Walker Secretary

DATE: 11/08/2022 DATE: 11/15/22


Signature:  _____ McShan Walker (Nov 15, 2022 14:55 MST)
Email: mwalker@visitestepark.com


VEP October Board Meeting Minutes by Claire 2022_with Watermark


Final Audit Report 2022-11-15


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 Signer mwalker@visitestepark.com entered name at signing as McShan Walker
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