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**Board of Directors Regular Meeting
Thursday, September 22, 2022, 2:00 PM
Via ZOOM Meeting**

Board Members Attending: Chair Deborah Gibson, Vice-Chair Sean Jurgens, Trustee Scott Webermeier, Director Pat Murphy, Director Rich Chappe

Ex Officio Member Attending:

Adam Shake, EDC
Colleen DePasquale- Chamber of Commerce

VEP Staff Attending:

Kara Franker, CEO
Michael Zumbaugh, CFO & COO
Rebecca Domenico-Gelsinger, Deputy Director
Heidi Barfels, Chief of Marketing

The meeting is called to order at 2:07 p.m.

CEO Kara Franker explains that VEP Exec team is in attendance at the board meeting. The rest of the VEP Staff is attending sessions at the CTO's 2022 Governor's Conference.

CONSENT AGENDA & MINUTES:

1. Overview of Agenda

CEO Kara Franker gives an overview of the agenda items.

2. Approve Agenda

Chair Deborah Gibson moves to approve the agenda and minutes. Vice-Chair Sean Jurgens approves. Trustee Scott Webermeier seconds this motion. The agenda and minutes are approved.

PUBLIC COMMENT:

No public comment.

REPORTS:

1. Chair Deborah Gibson asks for updates from the town board meeting. Scott

Webermeier announces that the town cut the folks getting ready to break ground at Wind River a 50-percent break on various fees for the 94 units of workforce housing that are going up. Scott says this is the only update he has from the town board meeting besides the sales-tax numbers which Mike will report on later in the meeting. Chair Deborah Gibson adds the town board is voting on the operating plan, not this meeting, but the next one.

2. Chair Deborah Gibson asks CEO Franker for a lodging tax update. CEO Kara Franker announces that the ballot language was voted on and approved on Sep. 7th. VEP staff has moved into the Fair Campaign Standards Act, meaning staff cannot advocate one way or the other for the LTE but can provide educational information. CEO Franker says VEP has listed out the organizations who have taken over the campaign including all of the “tax you don’t pay,” and creative assets. Franker says this group is meeting today at Sky Run. CEO Franker says Assistant Town Administrator, Jason, presented the proposed framework for the lodging tax revenues at a study session on Sep. 13th and that document is now public record. Vice-Chair Sean Jurgens asks if board members are also now unable to comment on the LTE. CEO Franker responds that the cleanest way for board members to comment is to say that they are commenting in their personal capacity and not on behalf of the board.
3. CEO Kara Franker says Kyle Patterson is having difficulty connecting and will send her report tomorrow if she is unable to connect. CEO Franker asks Adam Shake for his updates.
4. Adam Shake announces the EDC is excited to now have 26 local businesses in the Business Accelerator program for October. He says some businesses had to be turned down because their applications came in after the deadline. Shake also announces that the EDC is hosting their first community breakfast since 2019 on October 11, 2022 at the Ridgeline Hotel. Shake says they hope to have 100 people in attendance with representatives from VEP and the Chamber of Commerce planning to speak.
5. CEO Franker passes to Colleen DePasquale for her updates. Colleen says the Chamber hosted the first Estes Next meeting the previous week at Vert Coworking and the next Estes Next meeting will be held at the Estes Park Library on October 13, 2022 where they will host an entrepreneurial panel. Colleen says the Chamber is also partnering with the SBDC and the EDC for a program called, “How to Start a Business,” which will meet at the library on Oct 18, 2022. Colleen announces the chamber’s bowling tournament on Oct 27, 2022 at The Bull Pin. Colleen also announces the gumbo dinner which will be held at the American Legion on Nov. 3rd in collaboration with Crossroads.
6. Greg Rosener is not in attendance and CEO Kara Franker says he was

planning to voice some concerns over STRs and some things happening politically with the town and county. CEO Franker asks Rich Chiappe if he is able to comment on Greg's concerns. Rich says Greg's comments are likely a continuation of the STR Alliance, EPSTRA, and its effort to stay in touch with all boards. Rich says right now they are witnessing the county disallowing new licenses in residential zones without good reason.

7. CEO Kara Franker recaps the town and county meeting on Sep. 7th. CEO Franker says the meeting focused on equity, diversity, inclusion and sustainability efforts. CEO Franker says she will update the board with the date for the County Commissioners meeting as soon as it is available.

PROGRAM REVIEW:

1. CEO Update:

CEO Franker says she would like to get back to some of the data reports, saying travel spending exceeded 2019 levels for the fourth consecutive month in July and is expected to continue to be strong. CEO Franker says this information is from US Travels Report. CEO Franker shares that Expedia reports that 7 out of 10 consumers say they would be more likely to choose a lodging or transportation option that is more inclusive of all types of travelers, saying equity, diversity, and inclusion continue to make good business sense. Franker says the travel industry continues to see difficulties with staffing nationwide. Franker says one-third of respondents in an intimate study said they do not feel represented in travel advertisements which continues the opportunity to diversify travel messaging. Franker says locally, trip counts in July are slightly lower than in June of this year, but the two months hold the highest recorded trip counts year-to-date and the length of stay remains consistent at 2.7 days. CEO Franker points out that this number is very strong because it used to be 1.8 days and we want people to stay longer and spend more money. CEO Franker says new reports show that fewer people are going through the airports, but are still showing up here otherwise, meaning they are driving. She says the proportion of trip counts originating in the state is rising compared to 2021 with top state markets being Denver and Colorado Springs with Nevada and Texas being the top out-of-state markets. CEO Frankers says the next community roundtable will be held on Dec. 7th, 2022 and she hopes Kyle Patterson will head that up. Franker says there will be some programming from the CTO held on Oct. 4, 2022 that anyone on the board is welcome to attend. Franker updates the board on what the VEP staff has been up to at the CTO Governor's Conference including the tribute to VEP's, "Do Estes Right" campaign during the morning session. Franker says she will be speaking at the conference the next day and presenting VEP's new TikTok introducing the team and asking other destinations to introduce their teams. Kara passes to VEP Deputy Director, Rebecca Domenico-Gelsinger for updates. Rebecca says staff is busily working on connecting with stakeholders including a trip to The Bull Pin last week and is also focusing on connecting with local guide services. Rebecca speaks about the

Beyond program, beginning with Beyond Elk Fest and encourages businesses to submit their special offers. Rebecca also says VEP has secured Cousin Pat's to host a Miracle Pop-Up Bar for the holiday season, and is looking at a proposal for the Tree Lighting Ceremony to feature a tree in George Hix Plaza. CEO Kara Franker chimes in that she has had great conversations with Solitude and the Best Western about marketing weddings and reunions for shoulder seasons, and VEP is recruiting staff to be featured in promotions for both weddings and reunions. CMO Heidi Barfels shows VEP's top performing ads saying they have a video-completion rate of 77-78 percent. Heidi also discusses a campaign currently running on Travelzoo positioning Estes Park as a destination for every season in front of budget-friendly audiences. Heidi shows some of the ads the VEP staff has created in house for the fall season and plays the most recent reels the VEP staff has created and posted on social media for stakeholders. Heidi says Estes Park has had great coverage in the media, and have been ramping-up media visits. Heidi says staff member John Berry was quoted in 5280 about the Peak to Peak Highway and staff member Claire Molle will also be on Denver channel 9 and 7 discussing Elk Fest in the coming week resulting in more media coverage. CFO Michael Zumbaugh presents updates to the Dean Runyan report. Mike says the fourth bullet point was previously using the household quantity based on the fire district numbers, and has since been revised looking at just resident households, which has changed that number of the local tax dollars per resident household to this \$3,270 figure. Mike says in response to Scott Webermeier's previous question to Leon, visitors are accounting for 83.5-percent of the local sales tax. Mike presents the visitor volume from the Dean Runyan report. Mike breaks the total visitor volume of 1,785,000 visitors during 2021 down by state. Mike presents the July lodging tax revenues, showing they are just a little bit ahead of 2021 figure of 532,000, up 1.6-percent from 2021, and ahead of 2019 pre pandemic levels 27.2%. Mike says looking at year-to-date, numbers are still doing very well just slightly down by 2.4-percent, 38.9-percent ahead of the 2019 levels, and looking at our actual tax receipts from the Department of Revenue of Colorado 22.1-percent ahead of budget for the month of July, and looking year to date 13.5-percent. Scott Webermeier asks Mike to share this information with Travis at the town and Kara Franker says she has already shared it with him.

ACTION ITEM: Accept financial statements as presented

Vice Chair Jurgens moves to accept the financial statements as presented. Trustee Scott Webermeier seconds the motion. Motion passes.

ADJOURN:

The meeting is adjourned at 2:51 p.m.

Upcoming Meetings: October 27, 2022.

Recording Secretary

Claire Molle

DATE: Claire Molle (Oct 4, 2022 10:10 MDT)

Mcshan Walker Secretary

McShan Walker

DATE: McShan Walker (Oct 4, 2022 10:30 MDT)





_VEP September Board Meeting Minutes by Claire 2022 (1)

Final Audit Report

2022-10-04

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-  Document created by Claire Molle (claire@visitestepark.com)
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