



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Wednesday, August 22, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Stefano Tomasello, Lowell Richardson and Pat Murphy

Also Attending: Claire Woodcock and Kyle Patterson

Shannon Davis, Interim CEO, Visit Estes Park
Kevin Benes, CFO, Visit Estes Park
Wendi Bryson, Operations Manager, Visit Estes Park
Jonathan Chmil, Lyons Gaddis, Visit Estes Park Attorney

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

PUBLIC COMMENT.

None

REPORTS.

Patterson gave an update on RMNP in the news, a ribbon cutting at the Trail Ridge Store for the new solar panels and reviewed the 5.25% increased visitation in the park for the month of July. She also shared that one day was over 9,000 visitors at the Alpine Visitor Center which was a record. Patterson shared that for July 2018 versus July 2014 visitation was up 34% for a little perspective.

CHAIRPERSON'S MESSAGE.

Jurgens gave an overview of the primary actions items on the agenda and asked for a motion to approve. Gibson moved to approve the agenda as presented, Richardson seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Davis gave a brief update on a shift from a print heavy marketing strategy to a more digital focus that allows for more accurate ROI tracking highlighting an increase in organic site traffic in July due to early efforts. He announced the blog refresh launched the day before and ahead of schedule, while the big site redesign was in process to be completed before the second quarter of 2019. Also, the first week of September he was meeting with all the creative agencies and placement agencies to develop the plan for the winter campaign strategy and campaigns going forward. Finally, Davis shared some PR updates, and the date for the audit review. Jurgens asked if they had sent us a letter yet, and Davis confirmed that they had not. Davis ended by asking the board for some direction on what they would like the KPI to become, and suggested a number of metrics that he thought would be more beneficial to stakeholders. Jurgens thought that the suggestion of a live dashboard somewhere on the website was a good idea. Davis explained that Arizona State Tourism Board has a dashboard similar to what we were considering and agreed to move in that direction.

POLICY DEVELOPMENT.

1. Davis and Benes gave a presentation on the proposed 2019 budget. Gibson asked about not seeking any grants in 2019. Davis explained that due to the 2018 CTO grant that had to be returned that VEP was not eligible for grant funds in 2019. Gibson asked if that would carry over into 2020, and Davis said no. They went through estimated revenue for 2019 and several notable changes in line items such as advertising and research to support the shift to more digital marketing and ROI tracking. Benes recommended that moving forward that there be a mid-year budget review to match the Town's policy. Richardson asked if Davis thought there was enough to do already for the new advertising position or if it would grow as time went on. Davis stated that there was more than enough to justify the position. Jurgens asked Benes if he thought the fund balance would come in at the \$800,000. Benes agreed that it would be a little higher, but close. That is why he would like to follow the Town in conducting a mid-year review, so that they can adjust if needed then. Chmil shared that there were restrictions on making mid-year budget changes, and that is why they normally recommend a large contingency item on the budget to allow some limited flexibility to adjust internally without a full budget resolution. Gibson clarified that the contingency would be for unforeseen circumstances, and Chmil agreed. Benes clarified that he meant adjusting line items not the bottom line. Richardson asked for clarification on what Chmil recommended for appropriations. Chmil explained that in the law there is nothing about supplemental appropriations that just allow you to move things from line item to line item. You can amend the supplemental appropriations by resolution without changing the original appropriation and be completely fine. Richardson questioned if a contingency was necessary if you budgeted properly, Benes agreed. Bryson explained that during the budget discussion at the end of the previous year, it was explained by the CPA that the previous auditors had requested there be contingency line items in the budget. Gibson suggested that the staff ask the current auditors for their recommendation before taking it out. Jurgens moved to proceed with the 2019 budget provided the auditors recommendation for the contingency fund was applied, Gibson seconded. With no further comment, the motion passed unanimously.
2. Jurgens asked if any board members were willing to volunteer to be treasurer. Gibson volunteered. With no other volunteers, Jurgens moved to elect Deborah Gibson as the treasurer, Richardson seconded. With no further comment, the motion passed unanimously.
3. Jurgens moved to adopt resolution 03-18 naming new bank signatories on Visit Estes Park accounts at the Bank of Estes Park and the Bank of Colorado, Richardson seconded. With no further comment, the motion passed unanimously.

PROGRAM REVIEW.

Murphy explained that he wanted to get stakeholders more involved in special events during off or shoulder seasons, and that he wanted to send something to all the stakeholders and the sponsorship funds set aside in the budget. Jurgens suggested that it could go out in an eNewsletter, but that there would need to be some sort of parameters in place ahead of time. Bryson gave a few different examples of ways the notifications could be sent out, but cautioned that before anything was sent out that a clear application and approval process needed to be in place. She explained some of the event sponsorships done in 2017 and how they were chosen. Jurgens asked if there was a cap or anything. Bryson explained that there were a few options on how to handle limiting the amount. Benes shared the Town had an event sponsorship policy, and that they had a cap of \$1,000. Jurgens asked if that was for staff approval or board approval, Benes added that that would be up to the board. Murphy suggested that the max should be higher than the Town's, and it would be for events separate from the Town. Richardson suggested a tiered approach for approvals. Murphy asked who would be coming up with the policy language. Davis explained it would be a team

effort. Murphy offered to help with the policy development.

CONSENT AGENDA.

Gibson moved to approve all the minutes, Richardson seconded. With no further comment, the motion passed unanimously.

COMMITTEE REPORTS.

Jurgens shared some background on a DMO consultant Bryson met at the DI convention. He shared that he felt that by going with a consultant with DMO hiring experience that they would have a better chance of finding the right candidate. Richardson shared that he felt disappointed with the recruitment process with Employers Council and felt that they needed someone who could help them find the candidate with the experience needed for this type of organization. Jurgens shared that Steve would be happy to fly out to give a presentation. Gibson would like to do more research, but agreed she would like to see the presentation.

BOARD COMMENTS.

Jurgens mentioned that at the next Town Board study session they were discussing changing the VEP board from a seven member board to five members, and he planned to attend.

ADJOURN.

Jurgens adjourned the meeting at approximately 2:00pm.



Wendi Bryson, Recording Secretary

DATE: 9/12/18



Sean Jurgens, Chair

DATE: 9/12/18