



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Work Session Notes February 4, 2014

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

Also Attending: Visit Estes Park President & CEO Peggy Campbell
Visit Estes Park Director of Communications & Public Relations
Brooke Burnham
Visit Estes Park Staff Suzy Blackhurst

Public Comment. None

Board Comments. None

A. Discussion Items:

1. Anschutz – Estes Park Medical Center Wellness Center Presentation.
Dr. Frank Dumont and Karen Nicholson, both of the Estes Park Medical Center, discussed the facility that has been proposed for development on Lot 4, property currently owned by the Town of Estes Park. Voters will be asked to approve the sale of the property on the Town's April 1 election ballot.
2. Friends of Lot 4 Presentation.
Don Sellers and Tom Gootz presented their group's viewpoint that Lot 4 be named Open Space in a ballot initiative, also scheduled for the Town's April 1 election.
3. Town of Estes Park Sales Tax Initiative Presentation
Town Trustee Ron Norris answered questions about the town's sales tax initiative that will appear on the April 1 ballot.
4. CEO Search Committee
Chair Bill Almond told the board that the Search committee had contracted with Mountain States Employers Council's consultant Rick Mack. A telephone meeting with Mack Tuesday afternoon would be followed by an in-person meeting with the committee on Friday. Mack will be working with select community leaders to complete a Needs Assessment that will be used in identifying key elements in the selection process.

5. Grant Application Status.

CEO Campbell told the board that \$187,000 in grants has been secured. Because an initial application to the EDA was not accepted, a subsequent application requesting \$494,000 has been submitted. Campbell and Brooke Burnham also remain in conversations about potential funding with the Colorado Office of Economic Development and International Trade.

Campbell also contacted United Way, but Visit Estes Park does not qualify for that agency's funding.

6. Marketing Strategy Overview

Burnham told the board that the advertising budget is half of that spent in 2013. With that in mind, she is working closely with strategic partners to develop the advertising plan for 2014. In 2013 the advertising was built around an awareness campaign, while the 2014 campaign will focus on those who already are familiar, or somewhat familiar, with the goal of conversion. Ads still will include a call to action. 65% of the advertising dollars will be spent on digital advertising; 35% will go toward traditional media.

Campbell told the board that the marketing plan will go to the board on March 4. She also said Roundtable discussions with Stakeholders will be conducted at the end of the month.

7. RTA Grant Opportunity

During recent meetings in Denver, Burnham has been encouraged by regional leaders to develop a plan and submit an application for health/wellness tourism funding through the Regional Tourism Act. Bill Almond and Scott Webermeier registered interest in pursuing the concept. It was decided that the board would discuss the topic during an upcoming meeting.

8. HB 2014-1006

Jon Nicholas and Bill Almond were joined in Denver by Elizabeth Fogerty and Diane Muno to testify for passage of the bill that would require sales taxes to Marketing Districts be paid on a monthly basis, rather than on the current quarterly schedule.

9. Events Funding

Campbell asked the board to consider an events funding policy. She said while state statutes allow Marketing Districts to fund events, the Visit Estes Park board has not approved that type of funding. It was agreed that the topic would be placed on the April 1 Work Session agenda.

10. Feb 18 Agenda Topics

Almond outlined topics to be covered during the Feb. 18 Regular meeting:

- Resolution designating a public place to post meeting notices
- Aggregating websites
- 2014 Committee Work
- CEO Search Update
- Resolution in support of, or opposition to Anschutz Wellness Center
- Update from Ron Norris about the town's sales tax initiatives

11. Adjourn.

The meeting was adjourned.

Suzy Blackhurst, Recording Secretary

Jon Nicholas, Chair