



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Minutes October 6, 2015

Board Members Attending: Bill Almond, Karen Ericson, Steve Kruger, Adam Shake, Scott Webermeier

Also Attending: Town Trustee Bob Holcomb
Resident David Batey

Elizabeth Fogarty, President & CEO
Visit Estes Park Staff Suzy Blackhurst

Public Comment. None

Board Comments. Chair Bill Almond added a discussion item, Anticipated Financial Support Request from the EDC, to the agenda. President & CEO Elizabeth Fogarty added an agenda item, Discussion of the Events Media Plan submitted to Town with Operating Plan.

Presentation: David Batey presented information about the proposed Community Center ballot issues. Following Batey's presentation, the board discussed merits of the center. Scott Webermeier noted the positive aspects of having a multi-generational center. Adam Shake said it was important that there is additional land for expansion of the center in the future. Board members also spoke about the need for future operational fees. Webermeier said a letter of endorsement of the campaign would be extremely important as the center is an important piece in product development for the Estes area. Karen Ericson said VEP endorsement should emphasize the residential benefit of the center. Webermeier moved that Visit Estes Park support the Community Center ballot issue with a letter of support and endorsement, for inclusion as a letter to the editor and be listed as a supporter in campaign advertising. Shake seconded the motion. The motion passed unanimously.

A. Discussion Items and Reports

1. Bob Holcomb, Estes Park Town Board Liaison
Trustee Holcomb said the Town Board would hear David Batey's presentation on the Community Center on October 13. He noted that the Town Board has previously endorsed the effort. Also on the October 13 agenda is the downtown neighborhood plan and awarding a contract for work on Scott Ponds.
2. Art District Request for Letter of Support
Nothing has changed since the request was made a month ago regarding the Arts District request for naming Performance Park, Dick Orleans Performance Park. Since the Town is discussing naming rights for all town property, it would be best for VEP to postpone discussion until we receive an update from Town
3. Increasing Revenues Initiative – Revenue Task Force
Elizabeth said as a result of Task Force work, she and Michael are developing a revenue model that will show income that would result from 2 to 6 percent tax rates. The 10-year projection will use average revenues from 2012 to 2015. Separate from that work, she said another document being created will provide breakdowns of taxes collected both in and outside Colorado. However, she said many comparisons involve extrapolations about

what constitutes those taxes, such as air service, lodging taxes, town taxes. Comparisons collected include Alamosa and Gunnison, communities that both have 4 percent lodging taxes. Other resort areas being investigated include Jackson Hole, Bar Harbor, Maine, Moab and South Lake Tahoe. In Colorado, the highest pillow tax is the 10.75% charged by Denver.

Webermeier said 2013 totals would temper receipts that have been seen in 2015. Work will include filling in information showing what VEP could do if the district had the money. He said formal paperwork about a tax election for an increase would need to be filed in March or April, although ballot language comes later. Fogarty noted that in the 2015 stakeholder survey the majority of stakeholders said they would support the addition of 2 to 4% taxes.

It was determined that the issue would be revisited during the November 3 meeting.

4. Anticipated Financial Support Request from the EDC

Chair Almond said VEP contributes the second most money to the EDC (the Town provides the largest financial support). Fogarty noted that a scope of work was discussed last year that included a key indicator report for a wide range of measurable outcomes. Steve Kruger noted that VEP should be receiving a report of some sort. Shake said that the EDC hasn't progressed as quickly as had been hoped, but the group is moving forward.

5. Addendum Events Media Plan

Fogarty distributed the plan that was submitted with the VEP Operating Plan and said it shows how VEP would spend \$95,000 if granted. She noted that the plan can be broken down further as individual events are more clear, and each opportunity will be assessed as it occurs. A similar breakdown of expenditures was submitted to the Community Development/Community Services committee over six months ago. In her cover letter that accompanied the plan, Fogarty said she pointed out that ROI is dependent on a variety of factors, and also asked the town to not create competing products. Fogarty expects informal feedback from the trustees during the Town Board work session on October 27.

Suzy Blackhurst, Recording Secretary

Bill Almond, Chair