

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, June 30, 2009*

Minutes of a Joint Study Session meeting of the **TOWN BOARD AND ESTES PARK LOCAL MARKETING DISTRICT** of the Town of Estes Park, Larimer County, Colorado. Meeting held at Town Hall in Room 130 in said Town of Estes Park on the 30<sup>th</sup> day of June, 2009.

Board: Mayor Pinkham, Mayor Pro Tem Levine, Trustees Blackhurst, Eisenlauer, Ericson, Homeier and Miller

LMD Board Chair Ken Larson, Board Members Corey Blackman, Scott Webermeier, Kathy Palmeri, Bill Almond, Lee Lasson, and Elizabeth Blanchard

Also Attending: Town Administrator Halburnt, Deputy Town Administrator Richardson, Town Attorney White, Director Pickering, Town Clerk Williamson and Scott Hannah/Hannah Marketing

Absent: Trustee Blackhurst

Mayor Pinkham called the meeting to order at 4:00 p.m. Trustee Blackhurst recused himself from the discussion because of a conflict of interest.

### **CVB OPERATIONS.**

LMD Chair Larson stated a revised proposal for CVB functions to be transferred to the LMD has been developed to address the concerns raised by the Town Board, i.e. LMD should focus on advertising, public relations and slow down the process. The proposal eliminates taking over the Visitors Center and the call center.

Scott Hannah/Hannah Marketing stated the LMD Board unanimously recommends the responsibility of communications, group sales and marketing, visitor's guide and stakeholder sales be transferred to the LMD. Communications would include the traditional functions of marketing, advertising, public relations and the website used to attract prospective visitors and groups. Group sales have been considered a subset of marketing and beyond marketing the conference center has received minimal funding in the past. This area has a greatest opportunity for growth. The Visitors Guide has been and continues to be a critical marketing communication vehicle that should reflect the overall marketing strategies, branding and communications objectives of the LMD. Stakeholder sales directly support the marketing of Estes Park and should be shared with the Town to fund the operating costs of the Visitors Center. All four of the marketing areas should be transferred to the LMD because they are the core marketing functions that attract visitors to the Estes Park area, consolidate accountability under the LMD, and can be best coordinated by one unified organization.

Discussion followed amongst the Board and has been summarized: questioned the management of Town employees by the LMD; the LMD could hire the CVB staff to perform the marketing/advertising tasks through a contract with the Town and thereby leave the management of the employees to the Town; a one year plan should be developed with the four core functions taken over during the next few years; a portion of the marketing money should be used to address the spending of local dollars outside the valley; cautioned the LMD to slow down and concentrate on marketing/advertising, concerns raised with the timing of Town staff transferring to the LMD and with the timing of CVB functions being assumed by the LMD; and questioned whether it was vital to the LMD operations to have the CVB employees managed by the LMD.

Administrator Halburnt reiterated it would be difficult to have Town staff managed by a separate entity. She stated the current CVB staff could be reassigned to the LMD with the Town transferring funds to the LMD for staff salaries. She recommended an

**Town Board Study Session – June 30, 2009 – Page 2**

agreement be established between the Town and the LMD for the transfer of the employees with a clause guaranteeing the employees a minimum of one year employment. The LMD could be added to the health benefit package of the Town; however, retaining retirement benefits has not been investigated.

The LMD Board contends the employees are a vital component to the success of the LMD operating plan and the separation of the two could lead to undefined leadership. The main focus should be who owns the results and not how the results are obtained. The LMD Board expressed concern that the employees may lose benefits if transferred to the LMD.

After further discussion the Board reached consensus that the CVB staff in charge of the four core functions could be transferred to the LMD with the Town funding salaries. Staff would review the current Town benefit package to ensure the employees would maintain full benefits if transferred to the LMD. Trustees Homeier reiterated his concerns with the management of the employees by the LMD and suggested the LMD hire the CVB staff to carry out the marketing/advertising plan. Trustee Ericson voiced concerns with turning over the CVB to the LMD. He suggested the LMD prepare a marketing plan using the CVB staff for the first year and enter into discussions regarding employees in the future.

There being no further business, Mayor Pinkham adjourned the meeting at 5:35 p.m.

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Jackie Williamson, Town Clerk