



Wedding & Lodging Alliance agenda 1/22/26

1. Beyond Program and Holiday
 - a. Beyond program
 - i. Loading offers 90 days out at minimum
 1. FDG is in March – these should be loaded already
 2. Bigfoot & Duck Race offers should be loaded
 3. After FDG – focus on summer / rodeo and more
 4. Next poster will go out in late February
 - ii. August – when you are all incredibly busy – is when we need offers for tree lighting
 - iii. <https://www.visitestespark.com/partners/get-involved/?guid=a027e5e8-6294-4a10-9c9a-dd59a6c6baae&preview=true>
 - b. Chamber holiday offers
 - i. Valentine's Day
 - ii. Mother's Day
 - iii. Father's Day
 - iv. Thanksgiving
 - v. Christmas
 - vi. New Years Eve / Day
2. Update from VEP
 - a.
3. Education Workshops
 - a. HRX
 - i. February - HR & Legal 101 In-person / 2 hours
 - ii. March - Interviewing & Recruiting for Seasonal Talent Virtual / 1 hour
 - iii. April- Performance Management Virtual / 2 hour
 - b. SBDC
 - i. February Financial Literacy 2/26
 - ii. March Marketing / Social Media
 - iii. April SOP's / onboarding / training
 - c. Working with VEP on workshop that includes elevator pitch, collaborating in a "speed dating format" - work on building packages - need input on timing

4. AHLEI - [W Hospitality training one pager.docx](#)
5. Enterprise Zone <https://oedit.colorado.gov/enterprise-zone-program>
 - a. [EstesPark_EZ_Exhibit_16k_20251119.pdf](#)
 - b. [2025 EDA-EZ PPEZ One-Pagers v 2.7.25.pdf \(3\) \(1\).pdf](#)
6. Chamber events:
 - a. WOI nomination opened 1/7 [V1 Women Of Impact Nomination Form.docx](#)
 - b. Upcoming Events:

i.	1/29	Business After Hours	Tavern at the Legion
ii.	2/6	Coffee Connections	Salud
iii.	TBD	HRX Workshop	HR / Legal 101
iv.	2/19	Gala	Twin Owls / Taharra
v.	2/26	SBDC Workshop	Finance
vi.	2/27	Un-Book Club	The Spice Rack
		1. Shannon Jones, YMCA GM, is facilitating-"Red Shoes Living"	
vii.	3/3	RSG	Expedition Lodge
viii.	3/3	Women of Impact	The Barrel
ix.	3/5	Business After Hours	Hunters Chop House
x.	TBD	HRX Workshop	Performance Management
xi.	3/26	Business After Hours	The Barrel
 - c.
7. Next meeting
 - a. February - date, time, host?
 - b. March - date, time, host?
 - c. April: Wedding and Lodging Alliance networking event hosted at Twin Owls, April 30, 5PM-6:30PM. Apps will be provided and a cash bar will be available
- 8.