

Town of Estes Park, Larimer County, Colorado, June 22, 2000

Minutes of a Regular meeting of the **COMMUNITY DEVELOPMENT COMMITTEE** of the Town of Estes Park, Larimer County, Colorado. Meeting held in the Municipal Building in said Town of Estes Park on the 22nd day of June, 2000.

Committee: Chairman Doyle, Trustees Barker, and Habecker
Attending: All
Also Attending: Town Administrator Widmer, Directors Hinze, Kilsdonk and Stamey, Manager Marsh, Clerk O'Connor
Absent: None

Chairman Doyle called the meeting to order at 8:00 a.m.

1. **MUSEUM**

- A. **Monthly Report.** Gianna Sullivan has been hired as the Assistant Curator. The job description for this position has been revised to focus on education, and Ms. Sullivan will begin work June 26th. History Camp Session I has been eliminated due to lack of participants, however, Sessions II and III are full. Research requests are significant, and staff will monitor these requests to ascertain whether a fee schedule should be attached. Upcoming Events were reviewed.
- B. **Feasibility Study.** The Friends, et al, are reviewing bids and negotiating prices for said Study (expansion).

2. **SPECIAL EVENTS.**

- A. **Contracts.** The Committee reviewed the *White Stallion Productions Lipizzan Stallion Contract* (rental) for shows July 6 & 7, 2000. **The Committee recommends approval of the contract as presented.**
- B. **Event Critiques.** Wool Market – This 10th year event is one of the top three fiber festivals in the United States; expenses for the last two years have escalated due primarily to the addition of a tent for the alpacas; and staff is pleased with the event. Jazz Fest & Art Walk Weekend – Provided the best entertainment since this event was initiated (also 10th year); and staff is researching a additional event ideas that will extend the visitor stay and interest for 2001. Upcoming events include the Miniature Horse Show, Arabians, Lipizzans, and Rooftop Rodeo that begins July 11th. Appreciation was expressed to all event volunteers and the Seniors and Senior Center.

3. **COMMUNITY DEVELOPMENT.**

- A. **Monthly Report.** Vickie McLane, Northern Front Range Transportation Planning Council, was introduced and she discussed the Council's responsibilities. The Town recently contributed to a transit program identified as COLT (City of Loveland Transit) for transportation between Estes Park and Loveland, that is not being utilized by Estes Park citizens. John Carnes/COLT, stated service began two months ago and is available

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on Tuesdays and Thursdays for travel to Loveland, with connections to Ft. Collins. Transit Route flyers were distributed. Anyone can ride the system with a \$2.00 one-way fee. The Committee questioned the demand as the program was presented to the Town Board that seniors would use the system for medical appointments, recreational activities, and the like. Sr. Ctr. Director Thompson has received several questions, however, in-depth information has not been provided. The Committee suggested improvements to the flyer and Estes Park pickup points (relocate to Senior Center, Muni. Bldg.), and confirmed the Town is willing to assist with promotion (provided printed material is made available by COLT and to the Senior Center, medical offices, etc.). The Committee selected Stamey and Thompson to serve as liaisons to this particular transit program, as well as reviewing the coordination of all existing transportation programs serving Estes Park, and report to the Committee.

4. **MARKETING.**

- A. **Advertising Report.** Staff updated the Committee on Requests for Information, Banner Ad Test Results for April, and Media Release Results for the year as of 5/14/00. The value of media releases indicates an increase of 2.3% over last year. The 2000 Rodeo Poster was distributed, and Manager Marsh reviewed staff's participation in utilizing the website to clarify information on the recent Bobcat Fire and its relationship to Estes Park.

5. **SENIOR CENTER.**

- A. **Monthly Report.** The total count of Meals on Wheels in May increased by 137 over those delivered in April. The Committee also received a briefing on the radio program "Senior Focus"; Heritage Garden planting progress; United Way donations; Special Transit funding—the "Pick Me Up" Program may be in jeopardy due to the lack of a coordinator; and Activities.

There being no further business, Chairman Doylen adjourned the meeting at 9:08 a.m.

Vickie O'Connor, CMC, Town Clerk