

Town of Estes Park, Larimer County, Colorado, July 27, 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 27th day of July, 2000.

Committee: Chairman Doylen, Trustees Barker and Habecker

Attending: All

Absent: None

Also Attending: Town Administrator Widmer, Directors Hinze, Kilsdonk, Pickering, Stamey, Advertising Manager Marsh, and Town Clerk O'Connor

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

1. SPECIAL EVENTS

- A. **GoCo Grant Results for Multi-Use Field.** Director Hinze reported that for the second attempt, Great Outdoors Colorado did not approve the Grant as submitted by staff. Comments included too little support from the School District, and insufficient community labor (volunteer) provided. As it appears funding will not be provided through a CoGo Grant, the **Committee recommends abandoning this approach, discussing this item again (Stanley Park Master Plan) following the budget process.**
- B. **Bond Park Usage – Discussion.** Pursuant to Richard Wood/Heirloom Jewelers presentation at a recent Town Board meeting where he presented his concern with the appropriateness of conducting/sponsoring events in Bond Park, the item was referred to this Committee for discussion.

Director Hinze summarized Mr. Wood's concerns, adding that current arts and crafts shows do have parking policies for their vendors, some may be better than others, and the Town could address this particular issue. Currently, the four largest events that include vendors held in Bond Park are: "Art Market"/Art Center, "Scandinavian Midsummer Festival"/Scandinavian Club, "Labor Day Crafts Show"/Fire Dept., and the "Fine Arts & Crafts Show"/Fine Arts Guild of the Rockies. Both the Labor Day Show and Fine Arts Show have been held for over 20 years.

Public testimony was heard and summarized as follows: Kelly Brown/Common Scents (not against usage but concerned with vendors taking numerous parking spaces and the organizer's lack of adequate monitoring, lack of Town enforcement on existing parking regulations, the Muni. Building lot is not a viable solution due to congestion, and relocating the event could lessen the impact to downtown). Scott Dorman/Fire Dept. (the Dept. uses their show as a major fundraiser of the year—over \$200,000 has been raised for the Dept. and \$50,000 for the Muscular Dystrophy Assn., the Dept. could improve their monitoring of the parking spaces and parking lot). Garry Kaepplinger/Fire Dept. Fundraising Ch. (vendors are disappointed when they aren't included in this event, good community event, designating one space/vendor is a good idea, and moving RVs to the

fairgrounds and other ideas should be investigated). Sybil Barnes/Library (concern is parking and customer access to Library, important to have events downtown, and parking enforcement should be the responsibility of event organizers). Tim Phillips/Fine Arts Guild (the Guild requires vehicle registration and license number information on all vendors, vendors can only be parked long enough to load/unload, then they move their vehicles; trailers need to be reasonably close, this type of event is important to the community and many cities are looking for similar events for their revenue source). Fran Phillips/Guild Fundraising Chair (their event is 26 years old, well established and attended, they monitor Park Ln. very closely, the Guild will be part of the solution) Rob Rubick/Arts Center (this the second year for the Art Market, and they agree parking is a significant problem but they will do anything necessary to retain their fundraising event). Correspondence was acknowledged from Carol & Tom Warner/Carousel Shop (parking spaces taken by event vendors cause their customers to have difficulty finding parking spaces, the Town should consider making Bond Park a “true park”). A note from Paula Steige/MacDonald Book Shop was read by Chairman Doyley and she summarized telephone calls she had received, all of which were in support of the events. Richard Wood questioned whether there is a policy on Bond Park usage, does it include the entire downtown area, what is the Town’s vision for the downtown park for the next 20 years, there is more to “sound” than decibel levels, events impact not only his business, and at the least, the Town should consider blocking-out certain weekends such as Memorial Day, July 4th, Labor Day.

Discussion among Committee members followed: parking must be strictly enforced and should be the responsibility of the sponsors, trailers shouldn’t be allowed to park close to Bond Park, designated spaces could be studied, perhaps Tallant Park should be the location for events, and it is important to create interest and/or atmosphere in the downtown core area. **The Committee recommends Special Events Director Hinze meet with event sponsors to review concerns raised during this meeting, meet with Ward Durrett concerning sound, and speak to various municipalities to gain additional insight on this issue, returning to the Committee with supplementary information/facts in October.**

- C. **Event Critiques.** Miniature Horse Show – 16th year event; horse numbers were down this year; exhibitor numbers depend on their own advertising. Arabian Horse Show – 52nd year event; getting smaller each year – reduction due to the Arabian Association’s changes in earning points for Regional Shows. Lipizzaner Horse Show – 1st year event; provided an excellent show. Rooftop Rodeo – 74th year event; attendance was up to an all-time high; Rodeo was excellent; added money from a new sponsor, Dodge Truck Series; next year is the 75th anniversary of the Rooftop Rodeo. Thanked Rodeo Committee and local media for their efforts, and Town Board for funding the remodeling of the chutes.
- D. **Longs Peak Scottish Festival – Street Closure Request.** The following street closures are being proposed from September 7th through the 10th, 2000: Community Dr. from Hwy. 36 to Manford Ave., request one-way on Manford Ave. from Community Dr. or Woodstock. No right turns onto Manford Ave. at Community Dr. or Woodstock. This is a standard request with additional length of closure. **The Committee recommends approval of the street closures as requested, suggesting the Festival and/or staff provide adequate notice to the School District.**

2. **COMMUNITY DEVELOPMENT**

- A. **Monthly report.** Consensus was reached to cancel the August 24th meeting.
- B. **Gary Connolly, Sleepy Hollow Subdivision.** Mr. Connolly raised concerns with RVs being used for temporary housing adjacent to his property, adding that the vehicles could be illegally placed. This is a code enforcement issue, and staff will respond.

3. **MARKETING**

- A. **Conference Center Report.** Director Pickering presented the Estes Park Occupancy Report for the first 5 months of the year, and on average, room rates continue to increase grammatically.

An L. A. Times Travel Section article on RMNP was presented, and Director Pickering reported the International Marketing Organization and DIA are promoting international travel. Estes Park is being included in this movement.

Copies of various newsletter ads were displayed; all were prepared in house.

4. **SENIOR CENTER**

- A. **Monthly Report.** Jody Thompson, Senior Center Director, reported on meals, fundraising, Senior Center activities, and the mission statement and three-year objectives for Estes Park Senior Center, Inc. Barbara George/Sr. Center Inc. President read the reviewed Mission Statement and reviewed the 3-yr. objectives. The Committee acknowledged the importance of the Mission Statement and Strategic Plan and complimented all those involved in the completion of both.

Transportation. Town Administrator Widmer reported that C.O.L.T. has retained a marketing person, and they intend to change their stops, publicity, etc. This a pilot transportation program and the Committee will have an opportunity to critique it during budget sessions.

5. **MUSEUM**

- A. **Museum Feasibility Study – Update.** Director Kilsdonk introduced Dick Brown, President/Friends Board, and together they reviewed the bidding process that, due to being over-budget, resulted in a scaled-down study and revised bids. Mr. Brown stated that the Museum Friends and Advisory Board have elected not to proceed with either the feasibility study or the capital campaign at this time to enhance contributor members and increase visitation. Early next year, staff will provide an exhibit on Cheley Camp that is expected to be a tremendous asset for the Town. As a short-term measure to alleviate some of the problems with the off-site storage area, the Friends Board has offered to underwrite materials and supplies as a match for Town-funded improvements to the building. **The Committee recommends that the \$3,033 in funds already budgeted in Year 2000 for facility**

expansion be used to shift the focus and provide stopgap improvements to the Museum's off-site storage area, with a match from the Friends Board.

- C. **Hallett House Roof Replacement – Approval.** Director Kilsdonk reviewed bids received for roof replacement of the Hallett House owned by Gene and Theresa Oja. Mr. and Mrs. Oja are providing matching funds. Staff reviewed State Historical funding, and administration of the construction contract by the Town. Majestic Roofing submitted the low bid of \$12,222. **The Committee recommends approval as the Town is administering the Contract.**
- D. **Monthly Report.** Director Kilsdonk reported on new exhibits, July 4th Car Show, Friends-Museum department advertising, upcoming events, and attendance. Mr. Brown added that the Car Show was a tremendous event, with the Museum grossing \$9,000, doubling previous events. All were thanked for their efforts on this event. A “bounce back” coupon trial program is being discussed with Channel 8.

Upcoming events include the Riverside Ballroom Dance and History Camp.

Trustee Habecker expressed his concern with the recent fence at MacGregor Ranch that prevents vehicles from parking and accessing the RMNP trail. Town Administrator Widmer commented on the RMNP Environmental Assessment relative to construction of parking lots. **Town Administrator Widmer and Trustee Habecker meet with the MacGregor Ranch and RMNP as soon as possible to facilitate resolution of this issue.**

There being no further business, Chairman Doylen adjourned the meeting at 10:32 a.m.

Vickie O'Connor, CMC, Town Clerk