

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, January 24, 2002*

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 24<sup>th</sup> day of January, 2002.

Committee: Chairman Doyle, Trustees Barker and Habecker  
Attending: All  
Absent: None  
Also Attending: Assistant Town Administrator Repola, Directors Hinze, Joseph, Pickering, Manager Marsh, Deputy Clerk van Deutekom

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

### **ADVERTISING.**

Manager Marsh reported that total requests for information are up 4.2%, e-mailed requests for information are up 22.7%, advertising generated requests for information are up 3.65%, and 800 calls are down 18%. Accomplishments for 2001 include increased number of total requests for information (with lower cost per inquiry), development of a new headline approach to magazine ads/brochures, completion of an extensive internet advertising test, expansion of the role of EPIC funds and the Travel Writer component of the Media Relations program, expansion of the June-December regional advertising program, production of a new television commercial, and conclusion of the third and final mini-conversion study.

### **SPECIAL EVENTS DEPARTMENT.**

1. **Event Critique.**
  - 2001 Christmas Parade. Attendance was down due to inclement weather along the front range and other parts of the mountains, parade quality was extremely good, and day-time activities continue to be successful. Appreciation was expressed for all those assisting in the presentation of this event.
  - Elk Fest Presentation. The Committee viewed a CD presentation prepared by the Elk Fest Committee for prospective Elk Fest sponsors.
2. Director Hinze presented the following standard agreements and requested they be favorably recommended for approval:
  - Rocky Mountain Miniature Horse Club, June 19-23, 2002.
  - Colorado Arabian Horse Club, July 3-7, 2002.
  - Horse Conference (Special Use Permit), June 25-28, 2002.

The **Committee recommends approval of the Agreements as presented.**

3. **Estes Park Equestrian Club.** Director Hinze briefed the Committee on this recently formed riding club. Areas discussed include group size, rules and regulations, arena availability, liability, and maintenance issues.
4. **Grandstand Lighting.** Completion of the Grandstand Arena Lighting Project is anticipated spring 2002. The only remaining lights requiring replacement are above the Grandstand seating. Estes Valley Electric, Inc. submitted a bid of \$7,754 to replace the light fixtures and re-wire the system. The budget includes \$8,000 for this project. The **Committee recommends approval of the bid from Estes Valley Electric, Inc. as presented.**

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5. **Design/Bid Grandstand Arena Announcer's Stand.** Director Hinze explained that deterioration of the existing announcer's stand located in the Grandstand Arena presents a safety hazard. The 2002 Budget includes \$20,000 to design and construct a new stand. **The Committee recommends approval to proceed with the design/bid process for the Grandstand Arena Announcer's Stand.** Bids are to be presented at the February meeting for approval.

**MARKETING REPORT.**

Director Pickering briefed the Committee on legislative issues, state-wide tourism, marketing concerns and advertising contracts, Holiday Inn organizational changes, Conference Center statistics, and accountability for advertising fund expenditures. Director Pickering explained that he will serve as Chair of the Colorado Assn. of Destination Marketing Organizations for the next 2 years.

**COMMUNITY DEVELOPMENT DEPARTMENT.**

Director Joseph explained the current practice regarding building permit fees for non-profit and public projects. Areas discussed include fee exemptions, departmental impacts, subsidies, and funding options. **The Committee directed staff to discuss legal ramifications with Town Attorney White, perform a thorough cost analysis to determine the budget impact, and return to the Committee with a recommendation.**

Director Joseph presented the monthly and annual building permit summary.

There being no further business, Chairman Doylen adjourned the meeting at 9:40 a.m.

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Rebecca van Deutekom, CMC Deputy Town Clerk