

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, May 23, 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 23rd day of May 2002.

Committee: Chairman Doyle, Trustees Barker and Habecker
Attending: Chairman Doyle and Trustee Habecker
Absent: Trustee Barker
Also Attending: Assistant Town Administrator Repola, Directors Hinze, Joseph, Kilsdonk, Manager Marsh, Engineering Secretary Button

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

SPECIAL EVENTS DEPARTMENT

A. Action item: Request for use of Bond Park, Park Lane, Children's Park Parking Lot for Centennial Car Show August 22, 2003

Director Hinze reported that four groups (the Town Special Events Department, Stanley Museum, Classic Car Club and Vintage Car Club) are working together to organize the "Centennial of Automobile Tourism." This event will celebrate a century of automobile tourism in Estes Park and is scheduled to take place the week of August 18th. Each car club will handle its own registrations, as well as schedule its own events. There is, however, a combined show planned which will be free and open to the public from noon to 4 p.m. Friday, August 22nd. As many as 250 cars are expected to participate. The request being made is to use Children's Park Parking Lot, Bond Park and to close Park Lane on the north side of the park for this event.

Director Hinze reported that the Police Department has no objection to closing Park Lane, but feels the Municipal Parking Lot is a better location.

The Special Events Department feels this event would enhance the Town's fall shoulder season and could possibly be an event carried on by the Department in future years. With the car groups managing their own registrations, etc., this would be an easy way to gauge the potential of car-related events in this area. Director Hinze reported that the Special Events Department believes the areas proposed in the request or the Municipal Building/Library Parking Lot would be the best locations.

The Parks Department cautions that there will undoubtedly be some cost for sod/irrigation repairs and strongly suggests another venue. However, if the request is approved, Parks Department Staff would like to make the decision as to how cars would enter and exit Bond Park. In addition, Staff would like to limit cars to certain areas.

Dick Brown spoke representing the car enthusiasts. Mr. Brown emphasized that this is truly an historical event as these three car clubs have never before worked together to organize a car show. He also said the show will receive national publicity and as a result, this is an opportunity to establish Estes Park as a destination for such events. This particular show, he said, will bring together the "crème de le crème" of vintage cars ranging from Stanley Steamers to Packards and Rolls Royces.

Trustee Habecker asked what would happen if the number of cars taking part

Community Development Committee – May 23, 2002 - Page 2

turned out to be significantly greater than the preliminary estimates. Mr. Brown explained that each of the three car clubs has set limits as to how many registrations will be accepted. Two-hundred-fifty should be the maximum number of cars.

The Committee recommends approval of the event, with the location to be determined following the canvassing of adjacent business owners. Mr. Brown offered to work with the Special Events Department in this process. The resulting input will be reviewed at the June Community Development meeting.

B. Jazz Festival – Evaluation Report

Director Hinze reported that 4,500 people attended the 2002 festivities, making this year's Jazz Fest the best-attended in its 10-year history. One of the reasons for this year's success was the outstanding entertainment schedule arranged by event manager Max Wagner. Highlights included Denver's Hazel Miller and Javon Jackson from New York. Great weather, as well as excellent print and radio advertising also enhanced attendance figures. There seemed to be a good mix of people in attendance both from in-town and out-of-town. Galleries participating in the Art Walk indicated that they had good traffic throughout the weekend.

Poppy's Pizza & Grill was the sole sponsor this year. The restaurant staff shuttled food to Bond Park, adding to the success of the event. Director Hinze reported that there continues to be good growth potential for this event, as long as sponsors and funds are available to provide popular bands and entertainers. In addition, galleries need to continue to be involved and provide special shows and artists.

C. Terry Tierney Letter

Director Hinze introduced Terry Tierney of 621 Aspen Avenue to the Committee. Mr. Tierney has spoken with Jeff Sigler, outlining his concerns about the level of noise broadcast from the Fairgrounds during special events. Subsequently, Director Bob Joseph invited him to attend this Community Development Committee meeting.

Mr. Tierney told the Committee that this is a perennial problem and he decided to voice his feelings after hearing about the series of rodeos that will take place at the Fairgrounds during June.

Director Hinze pointed out that the rodeos in June will use the in-house system, rather than the larger, leased public address system mounted on the north side of the arena during the Rooftop Rodeo.

Following a discussion about possible alternative speaker positioning, Trustee Habecker suggested that money be allocated for an acoustical engineer to perform an evaluation of the Fairground's sound system. Trustee Doylen noted it was unlikely such a study would be completed by this year's rodeo, but that the Committee would definitely continue to examine this issue.

D. Christmas Parade Update

Director Hinze reported with regret that Christmas Parade Director Connie Boschen has opted not to renew her contract with the Town. Mrs. Boschen has directed the parade for the past 13 years, but recently moved to Florida and has decided to step down from her position. There will be a public announcement in local newspapers next week. The search for a replacement is currently underway. It was suggested that Mrs. Boschen's many contributions be acknowledged during

Community Development Committee – May 23, 2002 - Page 3

a Town Board meeting.

ADVERTISING POLICY COMMITTEE.

A. Requests for Information.

1. Manager Peter Marsh reported to the Committee that total requests for information as of April 30, 2002 were 25,220 or down by 0.75%, a minimal amount. E-mailed requests for information as of that same date were 6,116 or up by 23.88% over this same period last year. The number of informational calls (800 number calls) received as of March 31, 2002 totaled 7,081. That number is down 23.07% compared to last year at this time. Manager Marsh was pleased to report that inquiries from residents of the Midwest seems to be rebounding; they are up about 8% this year. By comparison, Front Range and Colorado inquiries are definitely down from last year's pace.
2. Manager Marsh reported that the Town has experienced erosion in its ability to accurately track magazine counts. To overcome that difficulty, the Advertising Department has revised its web response coding to include 24 new domains. The new coding begins with www.estes2.com and continues through www.estes26.com (skipping www.estes1.com and www.estes13.com). Under the new plan, each magazine will carry its own particular code, thus allowing a much more accurate means to track ad responses. It is hoped that the new set-up will be in place between the first and 15th of June. All fall ads will carry the new codes.
3. Manager Marsh provided an assortment of recent advertising examples for the Committee's examination, including the Town's quarterly insert. That insert appeared in six Front Range daily newspapers on May 5th. The Advertising Department is currently directing the bulk of its attention to the 13-state Midwestern tourism market. Short-term booking and last-minute travel decisions are also areas targeted by current advertising.

SENIOR CENTER.

A. Request for Irrigation Bid Approval.

Item withdrawn.

COMMUNITY DEVELOPMENT COMMITTEE MEETING SCHEDULE.

Assistant Town Administrator Randy Repola presented Staff's recommendation that the Community Development Committee and the Public Safety Committee exchange future meeting dates. The Public Safety Committee currently meets the first Thursday each month, while the Community Development Committee meets on the fourth Thursday. Under the current meeting calendar, Community Development does not meet in November or December. It was felt a change was necessary due to the fact that the departments within the Community Development Committee rotate their attendance. As a result, it would be possible for a department to not make a report between October and January under the current schedule.

When asked if the Public Safety Committee would experience problems by not meeting in November or December, Assistant Administrator Repola reported that Public Safety Committee Chair Stephen Gillette did not feel it would cause any difficulties. It was reiterated that, when absolutely necessary, action items can be taken directly to the

RECORD OF PROCEEDINGS

Community Development Committee – May 23, 2002 - Page 4

Town Board for approval.

Trustees Doyley and Habecker approved the recommendation for the Community Development Committee to begin meeting at 8 a.m. on the first Thursday of each month, beginning in June. Under the new arrangement, the Community Development Committee will meet on Thursday, June 6th, while the Public Safety Committee will meet Thursday, June 27th. Due to the fact that the first Thursday in July falls on the Fourth of July, there will be no Community Development Committee meeting that particular month. Chairman Doyley asked that Department Heads submit stapled, written reports to the Committee in place of the July meeting.

There being no further business, Chairman Doyley adjourned the meeting at 8:50 a.m.

Laurie Button, Engineering Secretary