

## RECORD OF PROCEEDINGS

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Town of Estes Park, Larimer County, Colorado, January 2, 2003

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 2<sup>nd</sup> day of January 2003.

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

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

### **SPECIAL EVENTS.**

- A. Director Hinze presented the following standard agreements and requested they be favorably recommended for approval:
- Christmas Parade, November 28, 2003.
  - June Rodeo Series, June 2-25, 2003.

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

- B. Policy Manual - Park Use Permit Changes. Director Hinze presented the following Park Use Permit additions/changes and requested they be favorably recommended for approval:

- *Addition:* Definition of Activity – any form of organized activity lasting less than 2 hours.
- *Addition:* Definition of Event – any form of organized activity lasting longer than 2 hours.
- *Change:* A Park Use Permit shall be required for all activities/events held in Bond Park, Riverside Plaza, Tregent Park and Performance Park and may be required for other Town properties.
- *Change:* All trash shall be removed and properly disposed of by the permittee on a continuous basis during event/activity, at the end of each day and at the conclusion of activity/event, including all fixed and temporary trash receptacles. Failure to do so will incur costs for the permittee totaling \$100.00 plus trash removal expenses.
- *Addition:* Literature Distribution - If literature is handed out to public during an activity/event, the permittee is required to pick up all trash within a three-block radius of the event/activity.
- *Change:* Damages incurred to the Town shall be the responsibility of the permittee.
- *Addition:* Special Requirement for Bond Park: Refer to attached Event Organizer Regulations for specific Bond Park requirements. No new events will be given use of the park on holiday weekends or summer tourist season without Community Development Committee and Town Board approval.

The **Committee recommends approval of the Park Use Regulations as presented.**

- C. Event Critique.

- 2002 Christmas Parade. Attendance was excellent due to fair weather in Estes Park and the Front Range. A total of 7 new floats were created this year and 17 were refurbished from 2001. Merchants reported good sales on Friday and Saturday and daytime activities continue to be successful.

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Director Hinze briefed the Committee on items discussed at the recent Professional Rodeo Cowboys Association (PRCA) National Convention and presented an article published in Hobby Farms regarding the Estes Park Wool Market.

#### **ADVERTISING.**

Manager Marsh reported that total requests for information are up 12.5%, e-mailed requests are up 4.55%, 800 calls are down 14.47%, and advertising responses are up 7.06%. Current Projects include: participation in the Colorado Tourism Office/PRACO co-op advertising program, the President's Weekend/Valentine's Day Front Range Daily Newspaper insert, 1<sup>st</sup> Quarter television schedules on Channel 4 and 9, Snowshoe Series Advertisements in the Denver Post and Rocky Mountain News, the Regional Grant Program, and the Ad Committee's internal review of the marketing program audit conducted in the summer of 2002.

Trustee Habecker arrived at 8:32 a.m. and remained until the meeting concluded.

#### **CONFERENCE CENTER.**

Director Pickering reported on 1999-2002 hotel occupancies, average hotel rates, 2002 visitor counts and occupancies and briefed the Committee on 2003 legislative efforts planned to maintain statewide tourism funding.

#### **COMMUNITY DEVELOPMENT.**

- A. Outdoor Display Discussion. At the November 26<sup>th</sup> Town Board meeting, proposed outdoor display regulations were referred to the Community Development Committee for further discussion. Director Joseph presented the proposed regulations presented at the Town Board meeting and standards from Mackinaw Island and the City of Mendocino for review. Areas discussed include: percentage formulas, size/area limitations, highway corridor regulations, marketing strategies, and the possible need for further regulations. Concerns were expressed regarding subjective language, the lack of a comprehensive solution, creation of additional regulations, and the complexity of the issue; therefore, **it was recommended this item be suspended and that no further action regarding outdoor displays be taken at this time.**

There being no further business, Chairman Doylen adjourned the meeting at 9:58 a.m.

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Rebecca van Deutekom, CMC, Deputy Town Clerk