

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, September 4, 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 4<sup>th</sup> day of September, 2003.

Committee: Chairman Doylen, Trustees Barker and Habecker  
Attending: All  
Also Attending: Assistant Town Administrator Repola, Directors Pickering and Kilsdonk, Managers Hinze and Marsh, Clerk O'Connor  
Absent: None

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

### **BUSINESS DEVELOPMENT DEPARTMENTS.**

#### **Special Events.**

##### Action Items:

1. Surprise Sale Days Resolution. The Committee reviewed a proposed Resolution, that included established guidelines, naming October 11 and 12, 2003 as Surprise Sale Days, from 9:00 a.m.-6:00 p.m.
2. Rooftop Rodeo Stock Contractor Agreement. The Committee also reviewed the standard 3-yr. Agreement with Powder River Rodeo Productions, Inc. in the set amount of \$41,000/yr. for '04, '05 and '06. An increase of \$3,600/yr. is proposed.
3. 2003-2004 Rooftop Rodeo Committee Appointments. Mgr. Hinze reported that the Committee's Bylaws have been amended to include Active, Senior and Intern Members; the following membership list was presented:

##### Active Members & Officers:

Jo Adams	Cindy Brandjord
Jacquie Buckert	Gary Cleveland
Don Cunningham, President	Debbie Holgorsen
Jesse Holgorsen	Brian Kemper
Joyce Kitchen	Wyatt Kitchen
Ed Lewis, Vice President	Marianna Lewis
Don Moor	Art Mutschler
Ruth Mutschler	Pete Peters
Tanya Peters	Karen Steadman, Secretary
Donell Thompson	Amy Davies-Vigil
Ben Vigil	Ralph Walls
J. R. Williamson	Sara Williamson
Steve Wilson	

##### Senior Members (member of 10 yrs. plus, without mandatory monthly meeting attendance):

Chief Jenista	Dave McPhee
Judy McPhee	Bob Seifert
Mary Jo Seifert	Chuck Thomas
Joan Van Horn	

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Intern Members (intend to join the Committee, mandatory meeting attendance, and serve on a minimum of two committees):

Carolyn Culhane  
Jerry Indermuehle

Carol Indermuehle

**The Committee recommends approval of Items 1 through 3 above.**

Event Critiques:

- Arabian Horse Show. Animal entries were up for this 7-day event (55<sup>th</sup> year). The Cutters combined their Arabian Show with a Regional Quarter Horse Cutting Show.
- Rooftop Rodeo. 2003 was the 77<sup>th</sup> year for this event; rodeos were excellent; sponsorships of U.S. Smokeless Tobacco (national sponsor) and Dodge add clout and are very important to this event. Attendance was down by 200 tickets as compared to 2002. 2004 dates are July 11<sup>th</sup> – 14<sup>th</sup>. Discussion followed on options for the tobacco sponsorship. Dir. Hinze confirmed that this particular sponsor provides \$5-6,000/yr. for the computerized scoreboard that not only advertises the tobacco company but all rodeo sponsors.
- Estes Park Hunter-Jumper Show. This event, celebrating their 21<sup>st</sup> year, was held over 3 weeks. The show is operating under a 3-yr. agreement that began this year and overall participation decreased as compared to 2002.
- 100 Year Auto Extravaganza. This new 2-day event was booked as a one-time event; however, staff is researching the feasibility of continuing some type car show every year with a diverse group of automobile models. Events were well attended and minimal staff effort was required. Dick Brown, Norm Carver, Maureen Corey, Sue Davis, Frank Hix, Jim Hull, Karen Lynch, Paula Peat-Page Martin and Mgr. Hinze were commended for their participation on this event.
- Estes Park Rock. Also a new 2-day event, this concert was well organized, and the curfew of 10:00 p.m. was observed. Attendance was not as the promoter hoped for; no major problems were reported by the Police Dept.; and staff received a limited number of noise complaints. If possible, Dir. Pickering requested local attendance statistics and contributions to local non-profit organizations be included in the evaluation report (economic impact model).

**Business Development.**

Director Pickering reported on the following:

Conference Center/Marketing:

- Conference Group Sales Position. Eighteen resumes have been received to date, and the cutoff date is September 5<sup>th</sup>. A meeting is scheduled with the Holiday Inn to select interview candidates for this primarily sales-driven position.
- 2003 Conference Center Performance. 2003 has been an “off year” for conference pickups (20-30% down) due to the soft economy. 2004 sales are up dramatically thus far, and staff expects a resurgence in the conference planning market.
- Marketing Program. The third mailer, a joint program with the Holiday Inn to reach meeting professionals, will soon be distributed. A copy of the program will be presented at the next Committee meeting.
- Sales Trip. This program was instituted three years ago by the Colorado Assn. of Destination Marketing Organization. The next meeting is scheduled in Aspen, and partners will meet one on one with western region meeting planners.

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- 2004 Conference Groups: The Quilters Group is returning next year, and location decisions have not yet been made for 2005 by the Snow and Ice Conference.

Business Development:

1. Northern Colorado Economic Council. The Town joined this Larimer County organization, and they have been very helpful to staff.
2. Sales Packet. Work has begun on preparing a sales packet for potential customers; three calls were received from interested businesses; and the packet will contain a variety of information, such as demographics, benefits, etc.
3. Current Developments. The Planning Commission received an overview of a concept plan for the redevelopment of the Filbey Property located on West Elkhorn Ave. to the west of Performance Park. A combination of high-end timeshare and residential accommodations facility. Performance Park has played a major role in this redevelopment. Discussion followed on the perceived negative impact of condominium development on existing accommodations and sales tax revenues. Staff confirmed that this redevelopment will generate sales tax revenues.
4. Infrastructure Improvements. Along with EPURA, staff is working on a Sign and Graphics Program for the entire Riverwalk from the Chamber to Performance Park. A meeting with DSW is scheduled September 11<sup>th</sup> on how best to maximize Riverwalk investments. Staff will be involved in this area to maximize economic business development.

Trustee Barker expressed concern with the “mom and pop” operations and questioned whether consideration of their value to the community is being considered? Dir. Pickering responded he is keenly aware of this issue and importance thereof—the Town is sensitive to displacing current entities.

**Advertising.** Fall ad magazine samples distributed. Manager Marsh reported that as of July 31<sup>st</sup>, requests for information are down 23.58% as compared to the same period last year; however, this is a significant improvement from the 30% figure reported two months ago. The shift to several late spring national magazine ads helped boost May and June ad responses.

Special Projects:

- ✓ The Advertising Committee has completed an RFP for a creative review intended for 2004, and initiated a Town website update proposal, also for 2004.
- ✓ Staff continues to work with the CRA Web Committee and Vacation planner Committee to improve fulfillment products.
- ✓ In addition to the 190,000 subscribers to six Front Range Dailies, the August Insert was distributed to 200,000 Denver Post and Rky. Mtn. News subscribers.

Work in Progress includes:

- ◆ Fall Festival promotion (posters, ads, etc.)
- ◆ Completion of items listed above.

**MUSEUM DEPARTMENT.**

**Museum Building Expansion – Request approval to proceed.** Museum Director Kilsdonk is requesting authorization to proceed with Part II of the

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Design/Build Contract, in the amount of \$55,153, with the Beck/Westover Team (both attendance). Mr. Beck presented Part II that includes the final design and preparation of a Guaranteed Maximum Price (GMP), noting that following late-hour negotiation, the project is now within budget. The expansion concept was presented and reviewed, and it includes a meeting room (+100 people), new restrooms, lobby, and new facades (two) to upgrade the building image. While costs have been reduced, the mountain character has been maintained in architecture.

Director Kilsdonk distributed copies of her revised memo, expressing her apology for the lateness of the revision caused by last minute negotiations with the Team.

**Part I**

Preliminary Design and Preliminary Guaranteed Maximum Price (Awarded 7/8/03)	\$10,500.00
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**Part II**

Final Design & Const. Management	\$15,400.00*
General Conditions	25,550.50
General Contractor Fee (Profit)	<u>14,197.50</u>
<b>Part II Subtotal</b>	<b>\$55,153.00</b>

<b>Preliminary Guaranteed Maximum Price</b>	<b>\$349,603.00</b>
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Discussion followed concerning project procedure and expenditure of funds, with **the Committee tentatively supporting Part II (both parts), and recommending a brief presentation be given at the September 9<sup>th</sup> Town Board meeting for final approval of the project and expenditure of funds, \*with an explanation of costs for design and construction management to be shown separately.**

There being no further business, Chairman Doylen adjourned the meeting at 9:26 a.m.

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Vickie O'Connor, CMC, Town Clerk