

## RECORD OF PROCEEDINGS

---

*Town of Estes Park, Larimer County, Colorado, June 3, 2004*

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 3<sup>rd</sup> day of June, 2004.

Committee: Chairman Doylen, Trustees Habecker and Levine

Attending: All

Also Attending: Assistant Town Administrator Repola, Directors Joseph and Pickering, Managers Hinze, Marsh, and Nikolai, Chief Building Official Birchfield, Clerk O'Connor

Absent: None

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

### **GROUP SALES.**

1. Colorado Society of Association Executives (CSAE) Conference. Mgr. Nikolai attended this conference and reviewed conference highlights.
2. "Call Reports" – This new report was distributed and it outlined personal contacts generated between April 26-May 23, 2004. Agricultural groups are being sought due their off-summer meeting schedule.
3. Conference Center Activities:
  - ◆ The Meeting Professionals International Conference is being held in Denver in July, and Estes Park is participating in pre and post familiarization tours; 2-3,000 planners are attending; and Estes Park is one of the sponsors for opening night at Red Rocks.
  - ◆ Website Redesign – This is an on-going project with the IT Dept. to streamline the site and remove duplicate photos, etc. Work will be coordinated with the new CVB website information.
  - ◆ Building Upgrades include annual carpet cleaning and courtyard lighting (installed by the Light and Power Dept.).
  - ◆ Calendar – leads for Fall look favorable and an update will be provided in the near future.

### **SPECIAL EVENTS.**

1. **2004 Celebrate Estes Event, December 4<sup>th</sup>**. This event is entering its 8<sup>th</sup> year, and the Chamber of Commerce is requesting approval of the following standard items:
  - a. Exception to Ordinance 15-91 – Containment.
  - b. Entertainment Permit to allow groups/individuals to entertain at Bond Park, Riverside Plaza, Tregent Park, and on Elkhorn Ave.; and to seek gratuities under the Chamber's Business License, as provided in the Entertainment Permit guidelines adopted 8/14/01.
  - c. Horse-drawn wagon rides, utilizing the pre-approved route, provided by the Aspen lodge Livery during the event.

There are no associated costs for the Town, nor have there been any negative reports from previous events; staff supports the Chamber's requests. Trustee Habecker questioned the impact of inclement weather; Mgr. Hinze noted that events generally proceed regardless of the weather. **The Committee**

**Community Development Committee – June 3, 2004 – Page 2**

**recommending approval of all three items listed above.**

2. **JazzFest & Art Walk Weekend, May 15-16 – Evaluation.** For the first time, this 14-yr. event was held in Performance Park and favorable comments were expressed. Event organizer Max Wagner was commended. Poppy’s Pizza & Grill again sponsored the event and west end merchants reported increased pedestrian traffic. Discussion followed on the possibility of staging the event at various venues throughout the day (with a different scale) to further develop the event and help promote a “festival” atmosphere. Discussion on additional funding will be considered during budget discussions.
  
3. **Miscellaneous.**
  - ✓ Wool Market is scheduled 6/12-13.
  - ✓ The Stanley Park Master Plan Team has begun consultant interviews. Pursuant to the time constraints, consensus was reached for staff to present a report directly to the Town Board on July 13<sup>th</sup>.

**BUSINESS DEVELOPMENT.**

CVB (Estes Park Convention & Visitors Bureau) Report. As the CVB is now working on recommendations, Dir. Pickering will be presenting this report on a regular basis:

- **Stakeholder Fees.** Sufficient fees to offset expenses must be generated, and a 12.5-mile geographical area (from Allenspark to Glen Haven) has been established. The stakeholder fee schedule was presented as follows:

IN-TOWN*	OUT OF TOWN, IN BOUNDARY*
1. Business License	1. Business License Equivalency Fee
2. Property Tax	2. Property Tax Equivalency Fee
3. Collects 4% Sales Tax	3. Pays a 2% fee based on the previous year's revenues
<b>THE FOLLOWING FEES ARE IDENTICAL FOR BOTH GROUPS:</b>	
4. Phone & computer leads base fee of \$200.00; Accommodations/rentals add \$10.00/unit; Campsites add \$1.00/site	
5. Brochure Racks: \$150.00/first rack; \$50.00 each additional	
6. Outdoor Advertising - \$300.00 /space	
7. Group Leads - \$250.00/business	
8. Web Links Only – No additional charge	
9. Referral System – No additional charge	
10. Vacation Planner and Website Enhancements – To be determined	

\*Year-to-year program that is subject to change.

From a legal perspective and based upon research, Town Attorney White has reviewed/approved the fee structure. The CVB attempted to make the fees fair and equitable for all its members, and they passed the fees by a 10/2 margin with 1 absent. Responding to a question on how the fees compare to Chamber of Commerce fees, staff reported that currently, out-of-town businesses do not pay for fees 1 through 3 listed above—should businesses elect to join, these businesses will pay considerably more for services rendered. With Fee #8, members will be included in a resource directory; if prominent property description and photo on the accommodations page is desired, web enhancement fees will be offered. Regarding budget, increased revenue from proposed annexations should be noted. **The Committee recommends: (1) approval of the Stakeholder Fees as presented, and (2) establishment of a Business Development Dept. Policy Manual to include CVB policies, fees, etc.**

- **2005 Vacation Planner.** Due to the time-sensitive nature of the “lure piece” and the Chamber’s lack of response, the CVB is proceeding with a 2005

**Community Development Committee – June 3, 2004 – Page 3**

fulfillment piece. The Vacation Planner will not include any advertising; however the CVB believes it will drive business to Estes Park on the website for this one year.

- **Information & Technology Assessment Team Retreat, May 25-26, 2004.** The Retreat participant list was provided, and the group focused on the same goal and cohesive, and all were commended. A workshop will be held to prepare an RFP for the website, and it should be distributed 6/15. Discussion followed on the “brand”; EPURA’s development of a new professional logo (they have since assigned management of the logo to the CVB) and potential adoption by the Town Board when/if appropriate; and current “Tag” line – ‘get into the real Rockies’.

**ADVERTISING POLICY COMMITTEE.**

Reports:

- Current ad samples were displayed;
- Requests for Information were up 45.7% over the same period in 2003;
- Advertising-generated requests as of 4/30 were up 59.5% from 2003;
- E-mailed requests as of 5/31/04 were up 13.9% as compared to 2003;
- WATS line calls were down 21.6% as of the end of March;
  
- ✓ August and September magazine ad materials are being shipped;
- ✓ The Denver newspaper agency on-line campaign ad has been approved;
- ✓ The Rooftop Rodeo collateral material work is in progress;
- ✓ Preliminary designs for the 2005 Lure Piece have been completed, and it will be presented to the Ad Committee 6/16; at a CVB Board meeting; then the Community Development Committee in August;
- ✓ Personnel: Interviews for the CVB Communications Coordinator position is complete; there were 39 applicants; and staff anticipates a decision by Monday, 6/7/04. The job description was reviewed.

**COMMUNITY DEVELOPMENT.**

**International Code Adoption Procedure.** Chief Birchfield reported on a meeting schedule with all affected local agencies to review the new Code, and procedure (public notification requirements) for adoption. Significant issues with this new Code include: the Town, not the Code, would create its own fee structure; wind speed; and sprinkler requirements. Staff expects to submit a proposed fee schedule to the Community Development Committee in August.

**Wind Study – Funding Request.** Regarding the wind speed design criteria, current copies of the Climatic and Geographic Design Criteria Chart for ground snow load, wind speed, and seismic design were distributed. The criteria are based on scientific data, and the Building Dept. is currently using a wind speed of 90 mph for wind speed design. Estes Park has been identified as a “special wind region”, and an opportunity now exists for the Town to participate in a comprehensive wind study of the Front Range as prepared by the Structural Engineers Assn. of Colorado, et al to accurately determine wind speed design requirements. Staff is recommending participation in the study, to include a \$500.00 funding request. Discussion followed, with **the Committee recommending approval of Town participation in the wind study, and the \$500.00 expenditure, with the expenditure to occur within the existing budget.**

There being no further business, Chairman Doylen adjourned the meeting at 9:49 a.m.

---

**RECORD OF PROCEEDINGS**

---

**Community Development Committee – June 3, 2004 – Page 4**

Vickie O'Connor, CMC, Town Clerk