

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, June 2, 2005

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 2nd day of June, 2005.

Committee: Chairman Doylen, Trustees Levine and Pinkham
Attending: All
Also Attending: Town Administrator Repola, CVB Staff Pickering, Marsh, Hinze, Blackhurst, and Nikolai, Comm. Dev. Dir. Joseph, and Deputy Clerk Williamson
Absent: None

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

CONVENTION & VISITORS BUREAU.

Communications.

1. Advertising Program Report – Marsh.
 - Request for Information:
 - Requests for information are up 6.25% YTD and advertising generated requests were up 16.27% YTD.
 - E-mailed requests for vacation planners are down 6.33% over the same period last year.
 - Calls to the 800 number are down 26.72% year to date.
 - Reviewed recent advertisements/articles – 5280 Magazine, Summer Escapes, Denver Post Destinations, and Summer insert in Trail Gazette.
 - Work in Progress:
 - Google Pay per Click program will continue through June. Google search engine optimization results are improving through the use of this program.
 - Additional projects include August insert, Fall and Winter poster projects, newspaper ads, television and radio schedule, Fall magazine ads, and 2006 media plan.
 - Work on the 2006 Visitors Guide has begun.
2. Community/Media Relations Reports – Blackhurst.
 - Travel Writers – On June 11th – 13th a group of 5 writers will be visiting Estes Park on a 6 day tour of Colorado sponsored by the Colorado Tourism Office. An additional writer will be in Estes Park in late June to write a piece for AAA Midwest.
 - Hwy. 36 Paving Project – Construction between Lyons and Estes Park will begin on Monday, June 6th beginning in Lyons. The project is expected to take 70 days. Current signage states there may be delays; however there is no mention of alternate routes.

Chairman Doylen requested staff look at options/cost of producing a multimedia piece that would encompass all aspects of the Town to be distributed to organizations interested in Estes Park.

3. Visitor Center/Services Reports - Marsh
 - Services income has exceeded budget goals.
 - Traffic counters have been protected with brackets and shelving for

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ongoing functionality.

- Seasonal staff is in place allowing for full summer hours at the Visitor Center as of May 21st. Summer operating hours will be 9:00 a.m. to 8:00 p.m. 7 days a week.
- Ambassadors: Membership is almost at full strength. Ambassadors toured the lodging establishments and will begin touring the retail shops in late June.

Group Sales & Marketing.

1. Conference Center - Nikolai.
 - Conference Center – Jan. - Mar. were strong months with April and May down. Summer and Fall is completely booked.
2. Convention & Visitors Bureau
 - Monthly Leads Report
 - Group Website Progress
 - Press/Media/Advertising

Special Events.

1. Parade Application – Approval

Mgr. Hinze presented the 2005 Parade Permits for the following events:

 - Rooftop Rodeo Parade – July 12, 2005.
 - Longs Peak Scottish Parade – September 10, 2005.
 - Come Catch the Glow Christmas Parade - November 25, 2005.

The Committee recommends approval of all three Parade Permits as presented.

2. JazzFest & Art Walk Weekend, May 14-15 – Evaluation

This was the second year that JazzFest was held at Performance Park. Event organizer Max Wagner was commended, and Poppy's Pizza & Grill and Silver Moon Lodge sponsored the event. Approximately 2,300 people attended. Discussion followed on the possibility of staging the event at various venues throughout the day to further develop the event and the need for additional funding and perhaps local partnerships.

Stanley Park Master Plan, Phase I – Request Approval of Contract for Final Design and Construction Bid Documents.

Dir. Joseph stated a revised proposal has been received from DSW/VHE for the final design for Phase I improvements. Fall construction will include final grading and drainage improvements, resurfacing all arenas, and installation of underground utility mains. The engineer's estimate and authorization to go to bid will be presented at the August meeting; and if approved, bid packages will be sent in August with work commencing in September.

The Phase I design was budgeted at \$50,000 for 2005. The scope of work has been expanded to provide better coordination of the phased construction for inter-related improvements. The current proposal is \$55,991 plus reimbursables estimated at \$5,500. The construction cost for 2005 will be reduced by \$11,491 to ensure this project remains within budget. It is expected the 2006 design costs will be less than the \$50,000 budgeted; therefore the additional 2006 construction cost will be recaptured in this line item.

The Committee recommends approval of the contract with DSW/VHE for the final design of Phase I improvements at Stanley Park including construction drawings, bid documents, bid process, and

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construction administration at a cost of \$61,194 with a reallocation of \$11,194 from the 2006 Budget.

3. Proposed Amendment to Special Events Policy Manual – Request Approval.

Mgr. Hinze presented the revised Park Request Application form. The form has been modified to clarify the items the Police Dept. would be responsible for providing. In the past, it was unclear which department would order equipment such as barricades and cones.

The Committee recommends approval of the revision, as proposed.

4. Rooftop Rodeo Contract – Discussion.

Mgr. Hinze stated the Rodeo Committee requested an increase of \$7,000 in prize money for the 2005 budget as requested by PRCA, bringing the total prize money to \$21,000 for 2005.

Don Cunningham, Rooftop Rodeo President, advised that PRCA has retracted their request for an additional \$1,000 per event for 2005 and the Rodeo Committee does not wish to increase prize money this year. However, if prize money is increased \$7,000 for 2006, the stock contractor's costs will also increase by \$7,000. There was no further discussion or budget consideration at this time.

The Pikes Peak Rodeo has moved the date of their rodeo to the same week as the Rooftop rodeo this year. The PRCA rule book states that if a rodeo has moved more than 2 weeks from the previous year's date then a complaint may be filed requesting denial of the date change. The Committee will look into the situation to determine if a complaint should be filed. Mgr. Hinze expressed concern that the quality of the rodeo could be harmed due to a lack of competitors.

Discussion followed on the potential for including high school rodeo participants, the use of other stock providers, and cowboy testimonial to encourage other cowboys to participate in the Rooftop Rodeo.

Top Hands has launched a Rooftop Rodeo website that went live June 14th. The site is linked to the Town website and will be operated by the Rodeo Committee. Top Hands has placed a small portable structure on site to house new audio/video equipment.

ECONOMIC DEVELOPMENT.

Convention and Visitor Center Building.

1. Dir. Pickering informed the Committee that construction on the new Visitor Center building will begin within 3 weeks. Discussions have been ongoing with the contractor to ensure all access points and parking will not be impeded. Temporary signs will be in place to guide visitors as well as signage to explain the project. Paved parking will be replaced by temporary gravel parking with no net loss of parking. Tours of the building will be scheduled throughout the process.

COMMUNITY DEVELOPMENT.

1. Special Review Fee Waiver for The Circle of Friends Montessori School – Request Approval.

The Montessori School has moved from the YMCA property and is operating a child care center at St. Bartholomew's Church for a maximum of ten children. This property is zoned "RM" Multi-Family Residential and

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a special review is required for child care centers in this zoning district. The applicant has requested a waiver of the \$400 special review application fee as they are a nonprofit and this is a temporary location. The Montessori School is continuing to search for a permanent location.

The Committee recommends approval of the special review fee waiver for the Montessori School.

2. Grading & Excavation Permit Ordinance – Request Approval.

Dir. Joseph explained that the former Chapter 14.12.030 Grading Permits was omitted when the International Building Codes were adopted with Ordinance #7-04. The Building Dept. is requesting the chapter be restored with the “emergency clause” included in the Ordinance.

The Committee recommends approval of the Ordinance as presented.

3. Estes Park Pride Awards – Request Approval.

Trustee Levine informed the Committee this program was developed to give special recognition to Town residents. The categories were reviewed (Volunteer of the Year, Teacher of the Year, Estes Park High School Senior Estes Park Student Pride Scholarship and Businessperson of the Year) and each award will consist of a Mayor’s plaque and a monetary award with the exception of the Volunteer of the Year (Dinner for 2 at a local restaurant). Nominations would be due by Dec. 31st and awarded in the Spring of 2006; however the scholarship would be awarded at the same time as school scholarships. This program would require \$7,500/yr. starting in 2006.

The Committee recommends approval of the program and requests 2006 budget consideration.

MISCELLANEOUS.

1. Mgr. Hinze stated the American Legion will oversee the production of the 4th of July fireworks display for 2005.
2. Dir. Pickering advised Colorado Tourism officials will be in Estes Park Saturday to review the potential for heritage tourism in Estes Park.
3. Dir. Joseph reviewed the building permit summary YTD. Permits are up 268%; however quality of service remains high.

There being no further business, Chairman Doylen adjourned the meeting at 9:53 a.m.

Jackie Williamson, Deputy Town Clerk