

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, January 4, 2007

Minutes of a Regular meeting of the **COMMUNITY DEVELOPMENT COMMITTEE** of the Town of Estes Park, Larimer County, Colorado. Meeting held in Town Hall in said Town of Estes Park on the 4th day of January 2007.

Committee: Chairman Pinkham, Trustees Eisenlauer and Levine

Attending: All

Also Attending: Administrator Repola, Directors Pickering, Kilsdonk, Mitchell, and Joseph, Manager Wright, Deputy Clerk Deats

Absent: None

Chairman Pinkham called the meeting to order at 8:01 a.m.

PUBLIC COMMENT.

None

CONVENTION & VISITORS BUREAU.

Rooftop Rodeo Stock Contractor's Contract – Request for Approval.

With the prior approval of the Community Development Committee and the Town Board, and upon instruction from the Community Development Committee, a contract was sent to Powder River Rodeo, LLC to provide livestock for the Rooftop Rodeo for the next three years. The contract was signed and returned by Powder River Rodeo. After a brief discussion **the Committee recommended approval of a 3-year stock contract with Powder River Rodeo, LLC for 2007 at \$60,000, with 2008 and 2009 subject to appropriations at \$61,200 and \$62,424 respectively (Account #222-5500-455-2918).**

Hunter/Jumper Contract – Request for Approval.

The Hunter/Jumper Organization has requested a five-year contract (2007-2011) with the Town of Estes Park to hold the Hunter/Jumper Show at Stanley Park Fairgrounds for a period of three weeks each year. The previous contract with the Hunter/Jumper Organization has been \$25,000 per week for each of the past five years. A contract was sent to Equine Productions reflecting a 5% fee increase for 2007, or \$26,250 per week, with a fee increase of 5% each year thereafter.

Special Event Department staff recommends entering into a five-year contract with Equine Productions for 2007-2011 for the amounts stated below:

2007	\$26,250.00 per week (\$78,750 for three weeks)
2008	\$27,562.00 per week (\$82,686 for three weeks)
2009	\$28,940.00 per week (\$86,820 for three weeks)
2010	\$30,387.00 per week (\$91,161 for three weeks)
2011	\$31,906.00 per week (\$95,718 for three weeks)

The Committee recommends approval of a 5-year contract with the Hunter/Jumper Organization beginning in 2007 at \$26,250 per week for a three week period, and an increase of 5% each year thereafter.

Bond Park Cabin Policy Discussion.

Director Pickering presented a proposal regarding the usage of the Bond Park Cabin. Currently, the Estes Park Convention & Visitors Bureau (CVB) operates the information cabin, which is staffed with CVB information specialists (as the budget allows), to provide information to visitors during the summer months. When the cabin is not being used by the CVB, it is proposed that the Town allow non-profit organizations to use the

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cabin. The cabin would be reserved through the CVB's events department. Uses may be, but are not limited to, selling community benefit or fund raising tickets, providing event information, as well as holiday event uses. Regulations regarding food/beverages, signage, and damage deposits were discussed and **the Committee requested that Director Pickering return to next month's meeting with actual policy and procedures for the use of the cabin.**

Renaming of Advertising Committee – Request Approval.

In an effort to keep committee titles consistent and exact, the Advertising Committee has requested that the official name of the committee be changed to the Estes Park Convention & Visitors Bureau Marketing Advisory Committee. The committee agreed the new name would more accurately reflect the Advertising Committee's duties **and recommends approval of the name change.**

Reports.

Reports provided for informational purposes and made a part of the proceedings.

- Media/Public Relations
- Visitors Services
- Special Events

A discussion ensued regarding how to more accurately measure the influence advertising has on inquiries made to the CVB either by telephone call or through the internet. In addition, it was suggested that a format be developed to track attendance information related to special events and to use the same format for all events to simplify comparison of data.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

Introduction of Curator of Collections and Exhibits Derek Fortini and Curator of Education Kate Miller.

Director Kilsdonk made the introductions and the Committee welcomed the new staff members.

Presentation of Lemah Replica Rifle by Gunmaker Dale Andrews.

Dale Andrews related a brief history of the Lemah rifle and Chairman Pinkham presented him with a certificate of appreciation from Mayor Baudek. The rifle was then given to Curator Fortini for inclusion in the Museum exhibit.

Reports.

Reports provided for informational purposes and made a part of the proceedings.

- Museum Monthly Report
- Senior Center Monthly Report
- Senior Center Trip Policy Modification Review

COMMUNITY DEVELOPMENT.

Replacement of Large-Format Color Printer – Request for Approval to Purchase.

The Community Development and Museum Departments have jointly budgeted to replace the current Hewlett-Packard large format plotter. The current plotter dates from 1994 and no longer works. Staff recommends purchasing an HP Designjet 800 Series Printer to be used primarily by Community Development for color zoning maps and the Museum department for graphics associated with exhibits. The printer has a three-year warranty and next-day service when a repair technician is needed. **The Committee recommends the purchase of an HP Designjet 800 Series Printer in an amount not to exceed \$8,000.00, with the expense to be divided between the Community**

Development Department and the Museum. (Account #101-1600-416.33-33 and 207-5700-457.33-33).

Vacation Homes – Policy Discussion.

Director Joseph introduced a preliminary discussion of the Town's vacation home policy. He indicated that the language in the land use and municipal codes is different and needs to be aligned. Vacation Homes are homes in single-family residential neighborhoods that are rented out for periods of less than thirty days. There is a long history of vacation-home rentals in Estes Park as an accessory use. In more recent times, particularly with the advent of the internet, principal (full-time) use has been on the increase. The current regulations found in the Municipal Code contain no provisions preventing full-time use of a home for vacation rentals. Staff has prepared revisions to the Estes Valley Development Code to remove all language that is inconsistent with the regulations currently in place in the Municipal Code; in particular, B-and-Bs would be permitted in all residential zoning districts, and all references to restricting vacation homes as an accessory use would be deleted.

Two key limitations currently operate to limit the intensity of Vacation-Home use under the Municipal Code: a limit of eight total occupants, and no more than three vehicles parked outside. These constraints do not prevent the full-time operation of a vacation home as a business; they simply limit the size and scale of operation. Additionally, there is a more general standard that prohibits improvements and operations that would be out of character with a residential neighborhood.

Director Joseph suggested a discussion take place regarding the addition of a new temporal limitation to this code that would restrict the use of vacation homes to a truly part-time, accessory use. He cited the Telluride Code as an example of such a regulation. Staff requests direction regarding the possible addition of an annual or seasonal time limitation that would relegate vacation homes to a truly accessory status, and the combination of a home occupation with an overnight-rental use.

Discussion followed regarding how changing the regulation would impact businesses that are operating under the current Town code and how the regulations would be monitored. Due to the complexity of the topic, **the Committee requested that Director Joseph return no later than March 2007 with an analysis of the issue and a format as to how to proceed.**

Reports.

Reports provided for informational purposes and made a part of the proceedings.

- Activity and Budget Summaries

It was noted that there is a typographical error on the Community Development Department Expenditures chart. The date should read December 31, 2006. Town Administrator Repola stated that final numbers for 2006 should be complete by mid-February.

ADMINISTRATION DEPARTMENT.

Naming Rights Consultant for Stanley Park Theatre – Request Approval.

In June 2006, the Town Board approved a concept for a theater at the Stanley Park Fairgrounds and directed staff to work with the arts community to secure funding for construction of the facility. Subsequently, an advisory committee was appointed to aid the Town in its efforts related to building and operating the theatre.

The advisory group is currently working to raise funds for construction (estimated \$3.2 million). One funding concept being pursued is selling the naming rights to the theatre

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to a corporate or philanthropic sponsor. To further explore this idea, the advisory groups' leadership and Town staff interviewed naming rights consultants in November and subsequently asked for written proposals from three firms. The consultants provide services which include naming rights analysis, development of marketing materials, and sales/presentations to potential sponsors. The proposals differed in scope with two firms proposing to provide separate and distinct portions of the required services, while the third firm's proposal included all aspects. The advisory group and staff recommend contracting only for the naming rights analysis at this time. The firm's bids for the analysis are as follows:

The Bonham Group:	\$15,300
Proxy Partners:	\$15,000

The advisory group recommends retaining The Bonham Group based upon their industry experience and their independence from the sales process. The results of the naming rights analysis will determine if there is enough value to take the next step which would be to retain a firm to develop marketing materials and seek a sponsor. The determined quantifiable value will dictate whether sales and marketing will be targeted at a corporate sponsor or a philanthropic sponsor. The Theatre fund includes \$20,000 for consulting fees in 2007 (account # 717-4800-500.22-98). **The Committee recommends that The Bonham Group be hired to conduct the naming rights analysis for a cost of \$15,300.**

MISCELLANEOUS.

None

There being no further business, Chairman Pinkham adjourned the meeting at 9:44 a.m.

Cynthia Deats, Deputy Town Clerk