

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, March 6, 2008

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 6th day of March 2008.

Committee: Chairman Pinkham, Trustees Eisenlauer and Levine

Attending: Chairman Pinkham, Trustees Eisenlauer and Levine

Also Attending: Town Administrator Halburnt, Deputy Town Administrator Richardson, Directors Pickering, Kilsdonk and Joseph, Managers Marsh, and Mitchell, and Deputy Clerk Deats

Absent: None

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

PUBLIC COMMENT.

None

CONVENTION & VISITORS BUREAU.

FARMERS MARKET AGREEMENT – REQUEST APPROVAL.

The property that previously provided a location to the Estes Valley Farmer's Market has been sold. The Market must relocate and has requested the use of the Fairgrounds parking lot. Staff considers the Farmer's Market to be compatible with the mission of the Fairgrounds, and to locate it in the parking lot west of the ticket office would provide the local community with easy access to the market and provide participants in other events being held at the Fairgrounds the opportunity to shop at the Market. The Market is scheduled to be open from 8:00 a.m. till 1:00 p.m. on Thursdays between June 5, 2008 and September 25, 2008. The location does not interfere with the exclusive sales area of the concession stand and appropriate sales tax information for the vendors and proof of insurance will be required. The Farmer's Market will set up at the far west side of the Fairgrounds property when and if a conflict with a horse show event occurs. A fee of \$850 for the entire season has been established. The **Committee recommends approval of the agreement with the Estes Valley Farmers Market** as presented.

2009 CVB STAKEHOLDERS FEES – REQUEST APPROVAL.

The CVB offers stakeholders free and fee-based products and services that are geared toward providing information to visitors. A business is automatically a stakeholder of the CVB if they hold a current business license and are inside Town limits. Businesses that are located outside of Town limits but within 12.5 miles of Town, can become a CVB stakeholder by paying a fee. Free services include phone and Visitor Center referrals and a basic listing on the CVB's website www.EstesParkCVB.com. Stakeholders have the option to purchase enhanced advertising services on an annual basis. Staff is recommending changes to the stakeholder services fee schedule for 2009 for services such as the enhanced web listing, lodging "book now" options, group listings and brochure rack advertising. The Committee discussed the proposed changes stating that businesses are receiving a high level of service for their investment. The **Committee recommends approval of the 2009 CVB Stakeholder Fee Structure as presented to be included on the consent agenda at the March 11, 2008 Town Board meeting.**

REPORTS.

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

- Marketing
- Stakeholder Services Year-End Report

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- Visitors Services Report
- Conference Center Year-End Report

The Committee requested background related to the Second Wind, Ltd. Advertising Agency account. Mgr. Marsh reported that it is a pass-through account utilized for the purchase of ad placements at a discounted cost. Funds received from third party ad sales are deposited into the account with all related sales costs and production expenses subsequently paid from the account. Administrator Halburnt stated that it is possible for the Town of Estes Park to receive the same discounts that were previously available only through the advertising agency and that there is no reason not to integrate these monies into the CVB Fund. She stated that staff will return to Committee next month with details regarding this matter.

Highlights of the reports were discussed and included: the rising number of out of town businesses that are CVB stakeholders; the increase in number of ambassadors volunteering at the CVB; requests for visitor guides are at a ten year high; and the length of time conference participants stay in Estes Park is increasing.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

REPORTS.

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

- Museum Monthly Report
- Senior Center Monthly Report

Highlights of the reports were discussed and included: the Colorado-Wyoming Association of Museums conference will be held in Estes Park in May of 2009; Meals on Wheels program usage has increased; and scheduled programming at the Senior Center is well attended. Dir. Kilsdonk stated that the Museum has discontinued selling commemorative coins and thanked the First National Bank for the opportunity.

COMMUNITY DEVELOPMENT.

REPORTS.

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

- Community Development Financial
- Monthly Building Permit Summary

The Committee requested that staff provide information related to the tracking of new construction vs. remodels and renovations be presented at a future meeting.

ADMINISTRATION.

REQUEST PAYMENT OF INTEREST ON SUBDIVISION CASH GUARANTEE.

In 2008, David Habecker requested payment of interest that was earned on money he deposited with the Town of Estes Park in 2004 as a guarantee for subdivision improvements. Improvements required by the Estes Valley Development Code must be installed prior to final plat, and if this is not possible, the Town allows a guarantee for the work in the form of: a deposit with the Town Clerk of a corporate surety bond in a form acceptable to the Town in an amount not less than staff's estimate of the cost of the completion of all required improvements; a deposit of cash in an amount not less than staff's estimate of the cost of completion of all required improvements; or an irrevocable letter of credit in a form acceptable to the Town in the amount not less than staff's estimate of the cost of completion of all required improvements.

Mr. Habecker wrote the Town a check for \$27,600 as a subdivision performance

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guarantee; the deposit was returned to him in July 2007 in the amount of \$27,600, without any interest paid. Former Town Administrator Randy Repola made an administrative decision at the time to not pay interest earned because there is no policy for payment of interest, and because the subdivision guarantee is not required to be cash. Finance Officer McFarland estimated the interest earned on Mr. Habecker's money to be approximately \$3,373 over the three year period.

Staff requests that the Committee consider the following options: continue to not pay interest on cash guarantees; adopt a policy similar to the Town's electric deposit policy which allows for the payment of accrued interest at a rate set by the Colorado Public Utilities Commission; or eliminate, or set a limit, on the cash option guarantees. If the Committee favors paying interest on cash guarantees, staff recommends retaining a reasonable administration fee.

Mr. Habecker stated that the Town should have a policy that lets people know up front if interest will be received on funds deposited as a cash guarantee.

Discussion followed and is summarized: agree that a policy is needed; purpose of the guarantee is to provide an incentive to insure work/improvements will be done in a timely manner; handling fee is currently charged for processing letter of credit; establish a policy and identify associated fees; set effective date and ensure all cash guarantees are handled the same way; and policy and Mr. Habecker's request are two different issues.

The Committee requested that staff develop a policy for review at the next Community Development meeting, at which time Mr. Habecker's request for payment of interest will be re-addressed.

REPORTS.

- Housing Needs Assessments – Rita Kurelja, Estes Park Housing Authority (EPHA) Director, introduced Chris Cares and Sarah Brown from RRC Associates, who reported on a community-wide housing assessment that was conducted during the summer of 2007 through a \$44,000 grant awarded by the State Division of Housing. They reviewed the study methodology, the demographic economic market conditions, housing demands and preferences, and recommended next steps to be taken based on the collected information. The study findings indicate that over the next eight years there will continue to be a growing need for housing, including affordable housing units, based on anticipated growth and employment opportunities. The Committee stated that housing is a community issue and discussed the study's findings and the accuracy and relevancy of the Division of Local Affairs model that was used in the report, as it relates to the Estes Valley.

Dir. Kurelja stated that the EPHA will be using the housing assessment report and slide show to educate the community about housing needs, and that she will be researching creative, innovative programs that are currently being proposed and/or implemented throughout Colorado. Denise Selders from the State Division of Housing stated she is pleased to know the information will be used to garner community support for housing issues.

There being no further business, Chairman Pinkham adjourned the meeting at 10:56 a.m.