

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, June 5, 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 5<sup>th</sup> day of June 2008.

Committee: Chair Levine, Trustees Eisenlauer and Miller

Attending: Trustees Eisenlauer and Miller

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

Absent: Chair Levine

Trustee Eisenlauer called the meeting to order at 8:00 a.m.

### **PUBLIC COMMENT.**

None

### **CONVENTION & VISITORS BUREAU.**

#### **PARKING LOT CLOSURE FOR PROWLERS CAR SHOW – REQUEST APPROVAL.**

The Prowlers Car Club has requested the use of the CVB South Parking Lot as the location for an event scheduled for the afternoon of Saturday, June 21, 2008. One-half of the lot will be utilized to park approximately 80 cars for display and viewing by the general public. The proximity of the parking lot to the downtown area will facilitate attendees entering the downtown area for shopping and dining. Staff is requesting approval to close one-half of the lot beginning in the morning, prior to the arrival of the vehicles, and to charge \$50 for use of the lot. The Committee voiced concerns related to the parking lot being closed for the day leaving fewer parking spaces available for visitors and assessing a fee that was not mentioned in initial conversations with the car club. Staff referred to policy changes that are being considered related to the use of Town facilities and cited the Farmers Market as an example of an event that pays for use of the parking lot at the Fairgrounds. Dir. Pickering stated that the impact of closing one-half of the lot will be minimal as parking lots typically are not filled to capacity this early in the summer season. Trustee Miller suggested giving the car club the option of paying the \$50 fee for the event and making them aware that charges will be assessed in the future for similar events. Trustee Eisenlauer concurred and the **Committee recommends approval of the closure of the CVB South Parking Lot as outlined, and recommends making the \$50 fee for the use of the parking lot optional for the June 21<sup>st</sup> event.**

#### **COLORADO HUNTER JUMPER HORSE SHOW CONTRACT – REQUEST APPROVAL.**

The Colorado Hunter Jumper Association is requesting the use of the Fairgrounds at Stanley Park for the Copper Penny Horse Show scheduled for July 25 – July 27, 2008. Revenue from this returning horse show is expected to be \$34,318 with expenses estimated at \$21,563; each has been accounted for in the 2008 budget. Trustee Miller questioned how sales tax from concessions is handled for horse shows at the Fairgrounds. Mgr. Winslow stated that staff provides information related to the collection and filing of Colorado Sales Tax to every vendor present at Special Events as standard operating procedure. The **Committee recommends approval of the contract for the Colorado Hunter Jumper Horse Show to be held July 25-July 27,**

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2008, as presented.

**REPORTS.**

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

- Event Numbers 2008 YTD
- Marketing Committee
- Public Relations

Dir. Pickering stated that Special Event numbers will be provided to the Committee on a quarterly basis. He commended the communications team for their work related to the Democratic National Convention to be held in Denver in August, stating that information about Estes Park was included in a newsletter that was sent to 50,000 people who are expected to attend the convention. Estes Park has recently been featured in the Denver newspapers, in articles written by international travel writers encouraging travel to the United States, and as the subject of familiarization tours conducted for travel organizations. Dir. Pickering stated that a meeting will be held this afternoon at 3:00 p.m. in the board room to receive public input on the topic of the Local Marketing District.

**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

**COMMUNITY DEVELOPMENT.**

**HISTORY MURAL AT WEST PARK CENTER – REQUEST APPROVAL.**

Dan Valley, Chairman of the Local Roots Co-op is requesting approval of a mural to be located on the north side of an existing building at West Park Center. The proposed mural, visible from Performance Park, would beautify the back of the building which is currently an unsightly area. The mural would be painted by experienced local muralist Ella Yates and limited to local images of cultural and historic significance. Mr. Valley has consulted with James Pickering, Estes Park Museum staff, and personnel at the YMCA of the Rockies, MacGregor Ranch, and the Baldpate Inn as resources to determine suitable content for the mural. Mr. Valley displayed examples of the artist's work and preliminary ideas for the mural. The Committee reviewed the code definition of a commercial sign and commented on the removal of a mural of Santa and his sleigh from a downtown Christmas shop that was required due to the commercial connection between the content of the mural and the store.

Discussion ensued on the following topics: the definition of public art vs. advertising; the code provides a very broad definition of a commercial sign; how will maintenance of the mural be handled; who will pay for the mural; written agreements with owners related to locating the mural on their property; and approval of the mural would set a precedent for other businesses.

Ms. Yates stated the mural would be painted with acrylic paints on a cloth medium that would be applied to the building with a thick decoupage gel and sealed to protect it from the weather and sun. She stated this method is relatively durable and predicts touch-ups to the mural would not be required for a period of eight to ten years. Mr. Valley said currently the Co-op is planning to pay for the mural as a gift to the community, but that donations and assistance with funding would be welcomed. He stated that the Co-op may seek assistance in the future from EPURA to tie-in the appearance of the area with

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Performance Park.

The **Committee** requested a more complete rendering of the proposed mural design and stated that approval of the mural should be a function of the full Board and requested it be taken as an action item to a future Town Board meeting.

**REPORTS.**

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

- Community Development Financial
- Monthly Building Permit Summary

There being no further business, Trustee Eisenlauer adjourned the meeting at 8:54 a.m.

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Cynthia Deats, Deputy Town Clerk