

## RECORD OF PROCEEDINGS

---

*Town of Estes Park, Larimer County, Colorado, September 4, 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 4<sup>th</sup> day of September 2008.

Committee: Chairman Levine Trustees Eisenlauer and Miller

Attending: All

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

Absent: None

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

### **PUBLIC COMMENT.**

None.

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

#### **Rescheduling of Auto Extravaganza – Request Approval.**

The Auto Extravaganza was cancelled due to rain in August. The Special Events Department requests the event be rescheduled for September 27, 2008 in Bond Park, weather permitting. Road closures would be the same as requested in August: MacGregor Ave from Elkhorn Ave. to Park Ln. and Park Ln. from MacGregor Ave to Virginia Ave. The **Committee recommends approval of the road closures as described above and the rescheduling of the event.**

#### **2010 Visitors Guide Printing Agreement – Request Approval.**

All costs associated with the production of the Visitors Guide are generated through advertising sales and collected during the previous calendar year. In the past, Second Wind, Ltd. collected the funds and CVB staff managed all agreements concerning the Guide. As of April 2008, all funds collected, including the remaining funds collected for the 2008 Guide, were transferred to the Town of Estes Park. A one-year contract extension was executed with Brochures Plus on behalf of Second Wind Ltd for the production of the 2009 Visitors Guide, and an RFP was issued for the printing. Three bids were received:

- Ripon Printers, Ripon, WI \$56,953
- AB Hirschfeld, Denver, Colorado \$56,425
- Quebecor World, Toronto, Canada \$56,896

Ripon's bid was deemed unacceptable because the company could not meet printing specifications. Hirschfeld could not provide documentation to demonstrate the company's production quality and rescinded the initial guarantee that no additional charges would be incurred due to paper mill cost increases. Therefore, staff recommends acceptance of the bid by Quebecor. The **Committee recommends approval of the bid by Quebecor World at a cost of \$56,896 for the printing of the 2009 Visitors Guide.**

#### **CVB Photography Contract – Alpine Imagery – Request Approval.**

In the past, professional photography has been used for marketing the Town, and the cost related to the use of these photos has traditionally been based on reproduction size and circulation numbers. With the advent of the internet, securing individual photos

## RECORD OF PROCEEDINGS

---

### Community Development – September 4, 2008 – Page 2

for use in a variety of promotions has become exceedingly expensive and photographers are reluctant to allow unlimited use of their work in multiple venues. In April, an informal agreement was reached with a photographer to supply the CVB with images needed during 2008; however, the photos were not delivered. Therefore, staff contacted three companies to ascertain availability for immediate photography services. Alpine Photography submitted a proposal to sell the CVB up to 43 images to be taken during the next 10 months at a cost of \$115/image and an estimated cost of \$2,500 for 2008. This would be a significant savings to the CVB and to Estes Park businesses in the future. In the past, advertisers have paid over \$12,000 for use of photos in the Visitor Guide. The other two photographers were either not available or did not submit a proposal. After further discussion the **Committee recommends approval to contract with Alpine Photography for photographs at a cost of \$115/image.**

#### **Reports.**

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

- Marketing Committee
- Media Relations
- Stakeholder Services
- CVB Group Sales

#### **MUSEUM/SENIOR CENTER.**

#### **Reports.**

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

- Museum Monthly
- Senior Center Monthly

Trustee Eisenlauer congratulated the Friends of the Museum Board and Museum staff for the execution of their recent event. She stated positive feedback has been received from the restructuring of the Museum Advisory Board to the Friends Board.

Director Kilsdonk informed the Committee the Friends Board has recently funded the purchase of five oil paintings by Adma Green Kerr, a resident in Estes Park during the 1930s and 1940s. All five paintings depict Estes Park and the immediate surrounding area.

#### **COMMUNITY DEVELOPMENT.**

#### **Reports.**

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

- Financial Report
- Building Permit Summary

#### **MISCELLANEOUS**

Administrator Halburnt stated a couple of applications have been submitted for the Local Marketing District Advisory Committee. The interviews will be held the week of September 22<sup>nd</sup> and the interview team will consist of two Trustees, one County Commissioner, one representative from Estes Lodging Association and one representative from the Estes Park Chamber of Commerce.

There being no further business, Chairman Levine adjourned the meeting 8:24 a.m.

---

Jackie Williamson, Town Clerk