

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, October 2, 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 2nd day of October 2008.

Committee: Chair Levine, Trustees Eisenlauer and Miller

Attending: Chair Levine, Trustees Eisenlauer and Miller

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

Absent: Dir. Pickering and Manager Marsh

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

PUBLIC COMMENT.

Chair Levine complimented the Special Events staff on the Auto Extravaganza that was held last weekend in Bond Park stating he heard positive comments and reports about the event.

Jane Schoen and Harriett Woodard, representatives of the Estes Valley Sunrise Rotary, addressed the Committee regarding the Club's interest in assuming sponsorship of the arts and crafts show that has traditionally been held over Labor Day weekend in Bond Park. The show was previously sponsored by the Volunteer Fire Department and was last held in 2007. Ms. Schoen stated that Sunrise Rotary sees the event as an opportunity to raise revenue for various causes in Estes Park and envisions the show increasing in size. She proposed moving the event to the Fairgrounds to accommodate larger numbers of vendors and thereby increasing sales, and stated the use of a shuttle system would facilitate the transition to the new location. Ms. Schoen stated that Bond Park would be utilized as the location for the arts and crafts event until the change of location could be implemented, possibly in 2010. She reported that an anecdotal study of downtown merchants indicated that there was more support for the event than opposition to it. Sunrise Rotary intends to examine sales tax records to analyze the impact of the arts and crafts show on the sales of downtown merchants. The Committee thanked Ms. Schoen and Ms. Woodard for their informational presentation.

Vickie Cody, Estes Park resident, stated that she has been a participant in arts and crafts show in Bond Park and opposes moving the Labor Day event to the fairgrounds because it would impact attendance.

Tim Phillips, representing the Fine Arts Guild of the Rockies, voiced dissatisfaction with the special event vendor license fees and lawful presence requirements that were implemented for events held in Bond Park, stating it is excessive and unfair to the participating vendors. He said that the Fine Arts Guild has been hosting the Arts and Crafts Show for over 30 years; that the show generates sales tax for the Town of Estes Park; and that revenue from the show stays in Estes Park to support cultural and academic events and scholarships for local high school students. He stated that the special event vendor license was enacted to appease downtown merchants whose lackluster sales are blamed on the show.

Deb Coombs, President of the Art Center of Estes Park, expressed concerns about the special event vendor license fees and lawful presence requirements, stating they place a hardship on the artists as well as the event organizer/sponsor. She stated the Art Center strives to feature high quality art, but fears artists will go elsewhere if they do not perceive this as a friendly event, and voiced opposition to the proposal to relocate

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events to the Fairgrounds.

Kathy Littlejohn, representing the Fine Arts Guild of the Rockies, questioned whether participants in events such as the Wool Market and the Farmers Market, which are held at the Fairgrounds, were required to execute an affidavit of lawful presence. Mgr. Winslow stated that the affidavit is required by the State of Colorado and is triggered by the special event vendor license that is mandatory for events held in Bond Park which lies within the Commercial Downtown zoning district. Ms. Littlejohn stated this creates ill-will among artists and is discriminatory to those using Bond Park.

Chair Levine requested the inclusion of this topic as an action item at an upcoming meeting to allow for further discussion related to criteria for the special event vendor license, the affidavit of lawful presence requirement, and the affidavit as it relates to the use of government property. He voiced a desire to have representatives on both sides of the issue participate in the discussion and stated notification of the discussion will be sent to those organizations present at the October meeting.

CONVENTION & VISITORS BUREAU.

2009 EVENT AND FACILITY RATES – REQUEST APPROVAL.

An analysis of fees charged by Colorado fairgrounds revealed that Town of Estes Park Special Event venue rates are lower than the industry standard. Staff is recommending changes to the current fee schedule including bringing fairground fees to a level comparable with similar facilities; charging for trash removal, portajohns, and the use of arena lighting; and implementing fees for the use of Riverside Plaza and Bond Park. Mgr. Winslow stated that the rates have been the same for at least four years and the increases would provide an opportunity to recoup some operational expenses. Town Administrator Halburnt reported that currently the Town expends approximately \$1 million annually on Special Events and takes in approximately \$500,000 in revenue. After discussion, **the Committee recommended the rate schedule be taken as an action item to the October 14th Town Board meeting allowing for input from the full Board.**

CATCH THE GLOW PARADE LETTERS OF UNDERSTANDING – REQUEST APPROVAL.

The Catch the Glow Parade is scheduled to be held on November 28th, the Friday after Thanksgiving Day. Staff is requesting to contract with Bob Aiken as the parade coordinator and Mike Young as parade co-coordinator to design, build and organize this year's parade. The 2008 Special Events budget contains \$26,000 in account #222-5500-455-22-12 for the parade to be expended as follows:

\$ 6,000 Bob Aiken
\$ 5,000 Mike Young
\$15,000 Supplies & Expenses

Supplies will be purchased as needed and expenses traditionally include generator rental, construction materials, and payment to the Swim Club for portraying characters during the day. Weekly meetings will be held with the coordinators and staff and purchases over \$1000 must be approved in advance. **The Committee asked Mgr. Winslow to clarify the language in paragraph three of the Letters of Understanding and recommended approval of the contracts as outlined above to be paid from account #222-550-455-22-12 budgeted.**

REPORTS.

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

- Event Numbers for 2008 – Quarterly Report
- PRCA Recognition
- Marketing Committee

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- Media Relations
- Visitors Services

The Committee discussed the Event Numbers report and requested that estimated numbers and actual numbers contained within the report be identified as such, and asked that each Trustee receive a copy of the report.

Mgr. Winslow reported that the 2008 Rooftop Rodeo has been recognized by the Professional Rodeo Cowboys Association (PRCA) as one of the top five small rodeos in the nation and nominated for the honor of best small rodeo of the year. The winning rodeo will be announced at the PRCA convention in December.

Staff reported that Denver television station Fox 31 was in town promoting the Elk Fest and the National Beagle Club of America 2008 Specialty Show, both of which are taking place this weekend. Chair Levine commented on the Media Relations Report stating that numerous stakeholders have contributed to the success of the travel writer tours by providing complimentary lodging and meals and requested that they be publicly recognized for their participation and referred this project to the Public Information Officer (PIO) team.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

ORIENTATION FILM – REQUEST APPROVAL.

Staff is requesting approval to contract for the production of a brief orientation film to be used for the Citizen's Information Academy (CIA) and to promote Estes Park as an affordable, family-friendly community. The proposed film will be designed to have a shelf life of approximately five years and will describe the services of the Town, its financial situation and support of infrastructure, and outline the Town's vision, mission, and governance system. Filming would include location shots and interviews, and would take place this fall, with the product available for use at the CIA in February, 2009.

In 2008, \$1840 was budgeted for CIA, but no funds were expended as the class was not held. The revised 2008 budget contains \$6000 in account 101-1100-411-27-04 for an orientation film. The breakdown, based on verbal estimates from local providers, is as follows:

Filming/Editing	\$3000 (N. Molle)
Script Treatment	\$1050 (S. Mitchell)
Postproduction	\$1450
Voice Over	<u>\$ 500</u> (J. Halburnt)
Total	<u>\$6000</u>

The project did not go out to bid, but was researched by staff with local companies giving prices significantly below industry standards. **The Committee requested that the item be referred to the full Board as an action item at an upcoming Town Board meeting.**

REPORTS.

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

- Museum Monthly Report
- Senior Center Monthly Report

Dir. Kilsdonk reported that the 2009 Citizen's Information Academy (CIA) will be held in February and that "Colorado Getaways" will feature the museum's Rocky Mountain National Park Historic Lodges and Homesteads Tour and will air on Channel 4 at 6:30 p.m., on November 8, 2008.

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COMMUNITY DEVELOPMENT.

REPORTS.

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

- Community Development Financial
- Monthly Building Permit Summary

MISCELLANEOUS.

Trustee Miller commended staff for their dedication and commitment to their jobs and to the Town of Estes Park.

There being no further business, Chair Levine adjourned the meeting at 9:45 a.m.

Cynthia Deats, Deputy Town Clerk