

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, November 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 November 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 Pickering, Kilsdonk and Joseph, Managers Marsh and Mitchell, Special Events Coordinator Button and Deputy Clerk Deats

Absent: Manager Winslow

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

PUBLIC COMMENT.

None

CONVENTION & VISITORS BUREAU.

2009 ROOFTOP RODEO COMMITTEE MEMBERSHIP AND OFFICERS – REQUEST APPROVAL.

The Rodeo Committee Membership and Officers are approved by the Town Board twice a year to allow individuals who have met all requirements to become official members of the committee. Staff has provided a complete 2008-2009 membership listing with the following members being elected as officers:

Howell Wright	President
Joyce Kitchen	Vice President
Michelle Purdy	Secretary
Steve Juedes	Treasurer/Comptroller

These individuals served as officers last year and provided the leadership necessary to produce an outstanding rodeo that was 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 for 2008. In addition, John Jaros, Terry Larsen, and Michael Therrien have completed all requirements and are being recommended for membership. The Committee continues to see interest with people joining as interns as well as wanting to become active members. The **Committee recommends approval of the 2009 Rooftop Rodeo Committee Membership and Officers.**

LABOR DAY CRAFTS FAIR – DISCUSSION

Jane Schoen, representing Estes Valley Sunrise Rotary, informed the Committee that since the October Community Development meeting, the Club has made a decision to support the sponsorship of the Labor Day Arts and Crafts Show, which was previously sponsored by the Volunteer Fire Department and discontinued in 2007. By resurrecting the event, the Club sees an opportunity to raise over \$28,000 annually for local non-profits and programs and estimates that increasing the size of the event and moving it to Stanley Fairgrounds could potentially double its fundraising potential. She stated that Sunrise Rotary conducted an informal survey of 59 businesses and found 5% of the respondents opposed to bringing the event back to Bond Park, with most of the opposition related to parking issues and the inability of local merchants to participate in the event. She stated that it is unclear whether the decline in sales tax revenue over

RECORD OF PROCEEDINGS

Community Development – November 6, 2008 – Page 2

the past six years is directly related to Arts and Crafts events in Bond Park or the result of a bigger issue related to the quality, variety, and price of items in downtown shops.

Town Administrator Halburnt applauded Sunrise Rotary's commitment to talk with business owners saying it is important for the Committee to hear comments from local merchants, and said that events designed to bring people to the area are a good thing since competition for retail sales keeps increasing. She informed the Committee that since the October meeting, an outside party contacted Special Events staff and indicated a desire to take back the crafts fair on behalf of the Volunteer Fire Department. Ms. Schoen said that when contacted by Sunrise Rotary, the Volunteer Fire Department expressed no interest in resuming sponsorship of the event, and questioned their ability to successfully bring the show back.

Dir. Pickering equated the approval of arts and crafts shows in Bond Park to the crafting of economic policy which necessitates looking into the future to ensure protection of the local retail sector and the economy of downtown for the next twenty years. He said that current economic conditions may make it difficult for small businesses to borrow money in order to survive the winter months and questioned the logic of scheduling of events in Bond Park on three prime weekends providing avenues for leakage from our community when we should be keeping revenue in Town. Dir. Pickering favors special events scheduled during the shoulder season designed to entertain visitors and bring people to Town.

Dan Via, owner of the Wild Spirits Gallery at 148 W. Elkhorn Avenue, realizes the benefit of arts and crafts shows as fundraising mechanisms for local non-profits and programs but believes that they do hurt downtown businesses.

John Ericson, owner of Serendipity Trading Company at 117 E. Elkhorn Avenue, agreed that there are pros and cons to every event and suggested a formal survey of all local merchants be conducted on the topic.

After discussion the Committee recommends a formal survey of local merchants be conducted to provide additional information to the Town Board when making a decision regarding Sunrise Rotary's request to re-establish a Labor Day Arts and Crafts Show in Bond Park. Public input will be sought at the Town Board meeting scheduled for December 9, 2008. A Master Plan for Bond Park and its usage will be addressed at a later date.

REPORTS.

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

- Marketing Committee
- Media Relations

Mgr. Marsh reported that an insert promoting holiday activities in Estes Park will be included in the November 11th edition of the Boulder, Longmont, Greeley, Loveland, Fort Collins, and Cheyenne newspapers and is projected to reach 180,000 Front Range households.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

FOOD SERVICES CONTRACT – REQUEST APPROVAL.

In August 2008, an ad hoc committee was established to examine the Senior Center food services program with the intention of preparing a Request for Proposal (RFP) for food service for 2009. The committee used data related to meal quality and food service expenses to develop an RFP that was advertised in newspapers in Loveland, Longmont, Estes Park, and posted on the Town's website. In addition, staff contacted numerous local vendors, fielded inquiries, and gave tours of the Senior Center to prospective vendors, resulting in the receipt of two proposals, one of which did not meet

RECORD OF PROCEEDINGS

Community Development – November 6, 2008 – Page 3

specifications. The remaining proposal was from Catering for All Occasions (CAO), who has been the food service provider at the Senior Center since the privatization of food services on July 15, 2003, for \$24,000. Following an interview process and negotiations, staff recommends retaining CAO as the food service provider under a three-year contract, renewable annually, for \$22,400 each year. In general, the proposed food services contract with CAO is the same as in prior years with a change from a per meal subsidy to a flat fee for service of \$22,400. Should funds not be appropriated for 2009, the Town may terminate this agreement as of December 31, 2008. **The Committee recommends approval of the contract with Catering for All Occasions at a cost of \$22,400 from account #217-5304-453-22-71 budgeted for 2009.**

REPORTS.

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

- Museum Monthly Report
- Senior Center Monthly Report

COMMUNITY DEVELOPMENT.

REPORTS.

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

- Community Development Financial
- Monthly Building Permit Summary

Dir. Joseph stated that the department is beginning to see some slow down in building projects.

There being no further business, Chair Levine adjourned the meeting at 9:15 a.m.

Cynthia Deats, Deputy Town Clerk