

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, May 7, 2009

Minutes of a 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 7th day of May 2009.

Committee: Chair Levine, Trustees Eisenlauer and Miller

Attending: All

Also Attending: Town Administrator Halburnt, Directors Pickering and Marsh, Manager Mitchell, Coordinator Blackhurst, and Recording Secretary Petrie

Absent: Deputy Town Administrator Richardson, Director Joseph

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

PUBLIC COMMENT.

No public comment.

CONVENTION & VISITORS BUREAU.

RECOMMENDATIONS TO TOWN BOARD.

Old Mexico Days

Lifelong Learning of Estes Valley (LLEV) has proposed a traditional Mexican outdoor party be held in Bond Park July 9, 2009. The new event would run concurrently with the Rooftop Rodeo. LLEV would be the single vendor, using the proceeds for scholarships and tuition assistance to enable families of all income levels to participate in the school. Authentic Mexican dishes would be donated by local restaurants and sold by the families of LLEV, as well as entertainment throughout the day. . Revenues received would include \$220 for the rental of Bond Park with expenses not to exceed \$50 in staff time.

Chair Levine stated he was pleased to see a multicultural event planned for Bond Park. The Committee recommended the item be placed on the May 28th Town Board meeting agenda as an action item.

Visitors Guide Print Bid Approval

The CVB is producing the 2010 Official Estes Park Visitors Guide. Specifications for the job include printing 165,000 guides containing 56 pages on a web press. \$58k has been budgeted for printing. Bids for printing services were requested from 5 printers; another two responded to the posting on estesnet.com. Publication Printers came in with the lowest bid at \$46,368, and Coordinator Blackhurst stated staff requests accepting that bid plus any paper price increase received with a 30-day mill notice.

Without further discussion, the Committee recommended approval of the print contract with Publication Printers for the 2010 Visitors Guide for \$46,368 from account #222-2700-427-26-03 as outlined above.

REPORTS.

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

- Marketing Committee
- Visitors Services

Community Development – May 7, 2009 – Page 2

Coordinator Blackhurst brought up the significant decrease in Colorado newspaper coverage of Estes Park events. She stated she had been projecting this for some time with the recent closure of the Rocky Mountain News and the downsizing of external event advertising by the Denver Post. Coordinator Blackhurst reported that the CVB has begun using newspapers' web sites free services to advertise Estes Park events. So far they have advertised on 26 different publications' sites, but have no way to measure the response.

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.

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, Chair Levine adjourned the meeting at 8:19 a.m.

Sandra Petrie, Recording Secretary