

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, July 16, 2003

Minutes of a Regular meeting of the **ESTES PARK URBAN RENEWAL AUTHORITY** of the Town of Estes Park, Larimer County, Colorado. Meeting held in the Municipal Building in said Town of Estes Park on the 16th day of July 2003.

Committee: Chairman Putney, Commissioners Jarolimek, Little, Steige, Swank, Wasson, Widmer

Attending: Chairman Putney, Commissioners Jarolimek, Little Steige, Swank, Wasson, Widmer

Also Attending: Executive Director Smith, Business Development Director Pickering, and Deputy Clerk van Deutekom

Absent: None

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

MINUTES.

It was **moved and seconded** (Steige/Swank) **the minutes of the regular meeting held June 18, 2003 be approved**, and it passed unanimously.

COMMUNITY COMMENTS.

None.

COMMISSIONER COMMENTS.

Commissioner Widmer briefed the Board on the status of the 5-year Capital Improvement Plan (CIP) presented to the Town Board on July 8th. The CIP has been tabled pending discussion in a study session with the Town Board to be scheduled as soon as possible.

KAYAK PROMOTION OPPORTUNITIES – DISCUSSION. Director Pickering congratulated the Board on the successful grand opening of Performance Park, noting that feedback received has been positive. A performance schedule of upcoming events will be posted at downtown kiosks and the Municipal Building.

Director Pickering updated the Board on potential kayaking events currently under discussion. He presented the following observations and recommendations for Board consideration:

- 1) The kayak course should provide a valuable spectator venue and kayak event organizers expressed their excitement about the possibilities in Estes Park. The entire river from Performance Park to the Chamber is conducive to kayaking events throughout the summer and into the off season. Director Pickering requested completion of additional phases to the course as soon as possible and incorporation of additional boulders from Riverside to the Chamber to enhance the river for these events.
- 2) Marketing and signage is crucial in creating excitement and interest in the Riverwalk. Kiosks are very important and should be installed in any design.
- 3) Meetings have been held to regarding plans for the property behind the Chamber of Commerce. The Riverwalk could extend to this area and include signage and kiosks to map the trail system. This property could also accommodate an improved parking layout that would provide a larger venue for special events, such as car shows.

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Director Pickering explained that in 1996, EPURA funded an Intercept Study that has provided invaluable advertising and marketing information. He requested the Board consider performing another study to update the data. The anticipated cost would be \$10,000-\$15,000. Chairman Putney indicated that RMNP is currently performing an exit study in conjunction with Colorado State University to determine tourist travel patterns and behaviors. Director Smith noted that the Transportation Study included 3 surveys as well, and could provide additional information in this area. **Consensus was reached to proceed toward an updated Intercept Study.** Director Smith will present a resolution for consideration at the August meeting outlining the scope and cost of the study.

STAFF REPORT/ PROJECTS.

Executive Director's Report. 1) The performing arts study is progressing and will be presented tomorrow to staff. 2) The walls have been repainted at Bob's Amoco. Art Masters Direct signed a 3-month lease beginning June 23rd.

PRIVATE SECTOR WEST CORRIDOR OPPORTUNITIES – DISCUSSION. Tom Hochstetler/Silver Moon Inn congratulated the Board on the success of the grand opening of Performance Park. He explained his desire to establish a public/private partnership by incorporating EPURA's long term plans into the business planning for his property. Areas discussed include the property's riverfront, customer service, scooter rentals, easement concerns, sign issues, and the benefits of Performance Park and the kayak course.

PERFORMANCE PARK GRAND OPENING – DEBRIEFING. On behalf of the Board, Chairman Putney expressed his appreciation to Commissioner Swank for his efforts on the ceremony. Commissioner Swank noted, overall, the event was a great success. A critique of the event is listed below:

- Restrooms and water fountains were not conveniently located.
- The sound system did not project to the back of the venue as well as it should have.
- Both dressing rooms should contain lights and mirrors.
- Access to one sound system connection is hindered by the rock wall.
- Wind flow from the back of the stage caused problems for musicians.
- The bridge bollard has not been installed.
- Pedestrian traffic through the beds and vegetation should be addressed.

Sarah Holt reported that the newspapers included the announcement of the grand opening, but did not include a schedule of events with times.

BONDING PROCESS – UPDATE. Director Smith briefed the Board on the meeting with a representative of Moody's Investors Service, relative to boundary discussions. The group reviewed project plans and toured the Riverwalk, Riverside Plaza and Performance Park.

There being no further business, Chairman Putney adjourned the meeting at 9:01 a.m.

The next regular meeting will be August 20, 2003.

Rebecca van Deutekom, CMC, Deputy Town Clerk