

## RECORD OF PROCEEDINGS

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### ***Town of Estes Park, Larimer County, Colorado, May 19, 2004***

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 19<sup>th</sup> day of May 2004.

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

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

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

Absent: Commissioners Little and Swank

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

#### **MINUTES.**

It was **moved and seconded** (Steige/Jarolimek) **the minutes of the regular meeting held April 21, 2004 be approved**, and it passed unanimously.

#### **COMMUNITY COMMENTS.**

None.

#### **COMMISSIONER COMMENTS.**

Commissioners Steige and Jarolimek shared positive comments regarding Performance Park and the recent Jazz Fest held at the facility.

Commissioner Widmer noted that sales tax revenues for the first quarter of 2004 are up 12.9% from the previous year.

#### **STAFF REPORT/ PROJECTS.**

**Executive Director's Report.** 1) Director Smith briefed the Board on his recent trip to Washington, D.C. for an **American Planning Association conference**. 2) Construction of the **Performance Park restrooms** was delayed two weeks due to poor soil quality. Completion is anticipated the end of May. 3) Grand opening ceremonies for the **kayak course** are being planned for June 19<sup>th</sup>. 4) Construction of the **Willows Overlook** (Rotary project) is progressing. Provisions to bury the utilities have been made and new street lights will be installed along MacGregor Ave. 5) Director Smith noted that **election of officers** will be held at the June meeting. Due to scheduling conflicts, the June meeting was rescheduled to June 9<sup>th</sup>. 6) Commissioners Jarolimek and Swank will conduct the annual review discussions with Director Smith. A report should be available at the June meeting.

#### **CONVENTION AND VISITORS BUREAU (CVB) AND LOGO USAGE – UPDATE.**

Director Pickering updated the Board on the status of the CVB. Areas discussed include group sales, advertising/marketing, staffing, website design, Performance Park events, and the CVB formation timeline. Development of a policy/procedure for logo usage was also discussed. Consensus was reached by the Board to allow the CVB to administer the logo usage.

#### **RESOLUTION #351 – ADMINISTRATION OF USE FOR NEW ESTES PARK LOGO.**

Director Smith read Resolution #351 designating the CVB as Administrator of the new Town logo. The CVB shall ensure that all applicable graphic standards are followed and will take appropriate steps as necessary to prohibit the inappropriate and unauthorized use of the logo. In the event revenues are generated in this process,

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EPURA will be reimbursed up to an amount equivalent to its expenditures relative to the development of the logo. It was **moved and seconded** (Widmer/Wasson) **Resolution #351 be approved as presented**, and it passed unanimously.

There being no further business, Chairman Putney adjourned the meeting at 8:28 a.m. The next regular EPURA Board meeting is scheduled June 9, 2004.

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Rebecca van Deutekom, CMC, Deputy Town Clerk