

Town of Estes Park, Larimer County, Colorado, April 27, 2000

Minutes of a Regular meeting of the **COMMUNITY DEVELOPMENT COMMITTEE** of the Town of Estes Park, Larimer County, Colorado. Meeting held in the Municipal Building in said Town of Estes Park on the 27th day of April, 2000.

Committee: Chairman Doyle, Trustees Barker and Habecker

Attending: All

Also Attending: Town Administrator Widmer, Directors Kilsdonk, Hinze, Pickering, Stamey, Thompson, Manager Marsh, Clerk O'Connor

Absent: Trustee Habecker

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

CHAMBER RESORT ASSOCIATION (CRA).

CRA Director David Thomas briefed the Committee on the Estes Park Snowshoe Adventure Series. With approximately 6,000 participants, the event was deemed a success and plans are underway for next year's event. The temporary shed placed in the parking lot for this event should be removed by Friday, 4/28/00.

CRA is co-sponsoring "Colorado Tourism Week—Celebrate Tourism" May 7th. A block party is planned from 1-5:00 p.m. on a portion of Glenarm St. in Denver to call attention to tourism, the second largest industry in Colorado. Mr. Thomas confirmed CRA will assist the Town Board in explaining the value of tourism to the local community.

SENIOR CENTER.

Director Thompson reported on Meals on Wheels (a brochure identifying all services and activities will soon be ready for distribution); Fundraising (Breakfast Buffet, Sale of Duck Race tickets, and appointment of a Fundraising Committee); Strategic Planning (held 3 workshops), and Volunteer Recognition.

Activities (Spring Fling 4/27); Staffing (resignation of Marge Chudy); a Joint Open House (w/the Museum); and the Heritage Garden were reviewed.

MUSEUM.

Director Kilsdonk briefed the Committee on upcoming events and attendance statistics.

In a memorandum dated April 27th, Director Kilsdonk provided background information on a completed architectural study of the Museum as a means toward identifying and addressing facility deficiencies. Jon Sypher, Vice President/Friends Board and Facility Expansion Committee Chair, added that the Friends will match the Town's funds for a capital campaign feasibility study, and confirmed that the Friends understand and will include maintenance, operation and staffing levels in the Study. Reasoning and budgeting facts were discussed and staff is recommending the Town allocate up to \$3,000 in matching funds from the Museum's 2000 Budget (Phase I Facility Expansion Project - \$39,098) toward funding a capital campaign feasibility study. The **Committee recommends approval to reallocate up to \$3,000 as identified above for said study.**

SPECIAL EVENTS.

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Report on Facility Usage for Summer Season 2000. Director Hinze reported on the following usage schedule planned for the 2000 Summer Season:

Fairgrounds – 72 days (May through October)
Bond Park – 18 days for Special Events, 36 for Campfire Sing-a-longs
Riverside Plaza – 1

From May 20 through October 15, the total number of days Town facilities are utilized is 149.

Staff is working on additional event days for the fairgrounds that could increase usage by 14 days—usage would be rental of the facilities, not Town-sponsored.

Fairgrounds Mater Plan – Review. The original Master Plan developed by BRW was accepted by the Town in 1984. A drawing indicating existing conditions in 1984 and proposed Phases I, II and III were reviewed, with cost estimates provided for each phase. Although certain improvements have been completed, work was performed in the 80's, thus certain areas are in need of repair. Consensus of the Committee was to begin re-evaluating the fairgrounds, perhaps during the forthcoming Retreat.

Town Administrator Widmer clarified an article in the Rocky Mtn. News regarding Currigan Exhibition Hall and a letter to the News from Genevieve Nicholas. The Committee confirmed that the Town has no intention of responding to Denver's RFP to purchase/move the Hall (2.5 acres) to Stanley Park pursuant to cost, size and the architecturally inappropriate structure.

Upcoming Events.

Director Hinze briefed the Committee on the Duck Race, Jazz Fest & Art Walk, Bike Rodeo, Antique Show and Art Market.

COMMUNITY DEVELOPMENT.

Director Stamey presented the May 2000 Issue of the Estes Park Community Profile, and reported the Estes Park Housing Authority will meet May 17th for their first meeting; the Planner II position has been filled and the new employee will begin work May 1st; and staff is meeting with the County Planning to review necessary modifications to the Development Code.

MARKETING.

Advertising Report. Manager Marsh reported on the Advertising Program providing statistical information on requests for information, the banner ad test results. Copies of the 1999 Mini-Conversion Study were presented, followed by a question and answer period.. Various graphs for Vacation Planner requests, WATS Line calls, and e-mail requests for information.

Conference Center. Director Pickering clarified Local Use at the Conference Center, referring to existing conference policy and stated the focus for conferences remains on the shoulder season. Today's bookings by non-profits is approximately 50%. Additionally, non-profits pay for direct expenses, and do not pay for room rental.

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Concerning the proposed atrium addition, Director Pickering stated that this expansion has been postponed for approximately 1-2 years.

There being no further business, Chairman Doyley adjourned the meeting at 9:16 a.m.

Vickie O'Connor, CMC, Town Clerk