

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, September 5, 2002

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 5th day of September 2002.

Committee: Chairman Doyle, Trustees Barker and Habecker

Attending: Trustees Barker and Habecker

Absent: Chairman Doyle

Also Attending: Assistant Town Administrator Repola, Directors Hinze, Pickering, Manager Marsh, Deputy Clerk van Deutekom

Trustee Barker called the meeting to order at 8:00 a.m.

ADVERTISING.

Manager Marsh reported that total requests for information are up 17.73%, e-mailed requests are up 12.68%, 800 calls are down 12%, and advertising responses are up 20.56%. Other areas discussed include regional television ads, insert distribution, and regional metropolitan newspaper and direct mail tests.

CONFERENCE CENTER.

Director Pickering presented the August-October Conference Center bookings and briefed the Committee on current marketing strategies. Other areas discussed include the occupancy report, Film Commission, economy, and new phone laws.

SPECIAL EVENTS.

- A. Estes Cycling Challenge. Todd Plummer/Estes Cycling Challenge briefed the Committee on this event, noting that the 2002 Challenge was very successful and received significant national coverage. Areas discussed include financial support, course routes, proposed improvements, Town funding, problems experienced in 2002, and coordination challenges in 2003. Mr. Plummer requested moving the event from June to August in 2003, explaining that August 20-24 does not present a conflict on the national racing calendar and should allow a greater number of national teams to participate. Mr. Plummer also expressed his appreciation to the Town for its financial support and the Special Events and Police staff that provide critical event assistance.

Public comments were heard from Wally Burke/Best Western Silver Saddle. Items discussed include parking, safety concerns, and race routes.

Concluding all discussion, **the Committee requested that Mr. Plummer present a written funding request to Director Hinze for consideration during the upcoming budget process.**

- B. Estes Park Therapeutic Riding Club – Presentation. Kay Rosenthal/Estes Park Therapeutic Riding Club briefed the Committee on the formation and objectives of this horseback riding group. The Club is affiliated with the National Association of American Handicapped Riders and is currently providing lessons to four riders with physical, mental, and/or learning disabilities. On behalf of the Club, Ms. Rosenthal expressed appreciation for the Club's access and use of the Fairgrounds for this program.

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C. Director Hinze presented the following and requested they be favorably recommended for approval:

- Letter of Understanding – 2002 Christmas Parade Coordinator Leslie Williams
- October 12-13 Surprise Sale Days – Resolution
- Homecoming Parade, September 20th – Police escort only
- 2002-2003 Rooftop Rodeo Committee/Officer Appointments.

Cindy Brandjord	Art Mutschler
Jacque Buckert	Ruth Mutschler
Trudy Carra de Salero	Pete Peters
Gary Cleveland, Vice-President	Tanya Peters
Don Cunningham	Kenna Pittman
Shaleen Duell	Bob Seifert
Delbert Hillman	Mary Jo Seifert
Debbie Holgorsen, Secretary	Karen Steadman
Chief Jenista	Donell Thompson
Brian Kemper	Amy Davies-Vigil
Joyce Kitchen, President	Ben Vigil
Wyatt Kitchen	Ralph Walls
Ed Lewis	Steve Wilson
Marianna Lewis	Jo Adams, Honorary
Dave McPhee	Rick Dill, Honorary
Judy McPhee	Ken Hobert, Honorary
Don Moor	Chuck Thomas, Honorary
Sean Murray	Joan Van Horn, Honorary

The **Committee recommends approval of the above as presented.**

D. **Event Critique.**

- Wool Market. This 12th year event is one of the top 3 fiber festivals in the United States; weather was most favorable; numbers in all animal groups increased; very successful event.
- Miniature Horse Show. Revenues for this 18th year event nearly doubled (\$5,938 in 2001 to \$12,966 in 2002); advertising efforts were increased.
- Arabian Horse Show. Numbers were down for both the Cutting and Arabian Horse Shows; the Arabian Association and Club schedule numerous regional shows within a short period of time; the Cutters will not grow unless they combine with another breed; staff will not renew the Cutting Show unless they can attract a larger number of horses.
- June Rodeo Series. Attendance was fair; good growth potential.
- Rooftop Rodeo. Attendance down from 2001; excellent event; arena included new chutes, pens, chairs, and announcers stand.
- Hunter-Jumper Horse Show. Overall participation was up; event organizers requested a 5-year contract, however, a 2-year contract was issued.

There being no further business, Trustee Barker adjourned the meeting at 9:33 a.m.