

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, March 6, 2003*

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 6<sup>th</sup> day of March, 2003.

Committee: Chairman Doylen, Trustees Barker and Habecker

Attending: Chairman Doylen and Trustees Barker (delayed arrival), Habecker

Also Attending: Assistant Town Administrator Repola, Marketing Director Pickering, Museum/Sr. Ctr. Director Kilsdonk, Advertising Mgr. Marsh, Sr. Ctr. Director Thompson, Conference Services Coordinator Larsen, Clerk O'Connor.

Absent: Special Events Director Hinze

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

### **ADVERTISING.**

Mgr. Marsh reviewed distributed sample spring magazine ads and reviewed the following:

- Requests for Information – 2002 Year End Report. Requests were up 11.35% from 2002; e-mailed requests for up 3%; WATS calls were down 15.43%, and advertising responses were up 5.47%.
- Media Relations – Advertising value of newspaper clips and other stories was \$314,937.00 for a program cost of \$25,000.
- Accomplishments for 2002.

(Trustee Barker arrived at 8:14 a.m.)

- Plan for 2003.

Discussion followed on the affect of rising gasoline prices, economy, jobs, uncertainty of impending war, consumer confidence, travel tendencies, and media response.

### **CONFERENCE CENTER.**

Dir. Pickering presented the Conference Center Year-end Report:

- ✓ Attendance Usage from 1991 (10,985) as compared to 24,629 for 2002 (conference attendees is declining and local, civic and non-profits are increasing). The goal is to have 50% economic development conference use and 50% local use.
- ✓ Average Occupancies (inside Town limits) from 1999 (48.3%) as compared to 44.8% for 2002.
- ✓ 2002 Resort Communities 2002 Occupancies.
- ✓ 2002 Visitor Counts.
- ✓ 1989-2002 Accommodations Sales Tax Revenues.

Trustee Barker suggested special recognition be planned in support of National Guard Conference attendees.

The Holiday Inn “color boards” were displayed for the major renovation of all sleeping rooms (150) currently underway. Phase II (public areas) is scheduled for completion in 2004. The sample colors for the fabric, furniture, light fixtures, carpet, etc. were well received.

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Discussion followed on the number of rooms relative to the annexation of lodging properties, and partnering with RMNP to increase the Town's market share.

**SPECIAL EVENTS.**

The Committee reviewed **Standard Agreements (Items 1-3)** and **Parade Permits (Items 4-6)** for the following events:

1. Rocky Mountain Miniature Horse Show, June 18-22, 2003
2. Cutting Horse Show, June 27-July 1, 2003
3. Copper Penny Hunter-Jumper Horse Show, July 18-20, 2003
4. Rooftop Rodeo, July 8, 2003
5. Scottish Festival, September 6, 2003
6. Catch the Glow (Christmas), November 28, 2003.

The **Committee recommends approval of the agreements and permits as identified above.**

Director Pickering introduced John and Winnie Spahnle and gave an overview on a **request submitted by John and Winnie Spahnle to rent Stanley Park for a two-day music festival.** The proposed date is August 23 and 24, 2003 from noon until 10:00 p.m. both days, with "Classic Rock" groups being featured. Anticipated attendance is 10,000/day. Staff is suggesting the stage be placed in the lower RV area with the stage facing east, using the balance of the fairgrounds for parking. The Police Department has been notified and they will cooperate with the organizers on traffic control and on-site needs at a cost to be determined.

Mr. and Mrs. Spahnle (former business owners/residents) addressed the Committee: the event is a music festival, not a concert; the proposed date should provide a stimulus to economy during a typically sluggish time of year; and statistics indicate there is significant success in the festival industry. The operation plan proposes:

- ✓ Performances at 1, 3, 5, and 7:00 p.m. with ½-hr.± intervals for stage setup
- ✓ Initiate this first festival with Classic Rock, featuring bands from the 60's, 70's and 80's
- ✓ Expected market age is the 40-50 yr. + category
- ✓ 4-5 acts/day with no repetition and possibly a "headliner" on the second day
- ✓ Advertising budget of \$50-75,000
- ✓ An individual day ticket or 2-day pass will be offered.

Mr. Spahnle's primary concern lies with satisfactory grounds preparation pursuant to livestock usage. Director Pickering reported that Special Event Dir. Hinze is confident staff can provide a safe and odorless facility on the lower RV area for this venue.

Discussion followed concerning parking, economic impact, noise, and harmonious use of the area with the scheduled Car Show.

**The Committee recommends staff proceed to contract, returning to the Committee when details have been finalized.**

**Mountain Living Magazine Article.** The Rooftop Rodeo has been included in the list of the **Best of High Country Rodeos.**

**SENIOR CENTER.**

The Committee reviewed a memorandum submitted by Sr. Ctr. Director Thompson and Museum/Sr. Ctr. Services Director Kilsdonk reporting on a Task Force who has been meeting for six months to review Senior Center Food Service Operations in order to

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reduce total costs. The current cost/meal had risen from \$8.45 in 2000, to \$10.59 in 2001, largely due to personnel costs. Exploring possibilities and pitfalls of privatization, the Task Force has developed an RFP to privatize meal service at the Senior Center, and is requesting approval to proceed. The 2003 Town transfer for meal service support is \$83,620, and staff intends to remain within this established funding. Don Tebow, Board Member/Sr. Ctr., Inc. was present and confirmed seniors are aware of this proposal. Attorney White has not yet reviewed the RFP, however, staff will submit same prior to distribution.

Although the kitchen operation may be privatized, the priority will remain on senior activities. Discussion followed, with **the Committee recommending staff be authorized to proceed with the RFP as proposed/amended above**, returning to the Committee for further consideration once the proposals have been received.

#### **MISCELLANEOUS.**

Trustee Barker expressed concern with: (1) recent Town Board approval of a liquor license manager registration, requesting Town Attorney White review the liquor authority responsibilities for the Town Board specifically pertaining to denial of a liquor license application and consequences thereof; (2) suggested the Town research the possibility of exempting School Book Fairs from the collection of sales tax; and (3) the Town should convey to community service funding recipients that their clients are held to the same standards as other residents in the community, and as such, they have a responsibility to act accordingly, particularly with the youth.

There being no further business, Chairman Doylen adjourned the meeting at 9:36 a.m.

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Vickie O'Connor, CMC, Town Clerk