

## RECORD OF PROCEEDINGS

---

*Town of Estes Park, Larimer County, Colorado, May 1, 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 1<sup>st</sup> day of May, 2003.

Committee: Chairman Doyle, Trustees Barker and Habecker

Attending: Chairman Doyle, Trustee Habecker

Also Attending: Assistant Town Administrator Repola, Advertising Mgr. Marsh, Business Development Director Pickering, Conference Center Marketing Mgr. Larsen, Special Events Mgr. Hinze, Clerk O'Connor

Absent: Trustee Barker

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

### **BUSINESS DEVELOPMENT DEPARTMENTS.**

#### **REPORTS:**

**Advertising Dept.** Mgr. Marsh reviewed the Bi-Monthly Report:

- Requests for Information – as of 3/31/03, requests are down significantly (-36.8%) as compared to 3/31/02 due to the number of ad placements that were moved out of March and into April and May this year.
- E-mailed requests were down an adjusted -4.29%. The adjustment is due to conducting a broadcast e-mail campaign to previous requesters of Vacation Planners during March. This trial witnessed a 17% return and was efficient.
- WATS line calls – down 28.56%.
- Conversion Study 2002 – Highlights of the Executive Summary include
  - 57% of respondents who requested information actually visited Estes Park (higher than in past years)
  - Overall expenditures averaged \$940/party (higher than last year)
  - Average party size is 3.8 persons, up from 3.3 persons last summer
  - Average number of nights stayed in the Estes Park area was 4.0, up substantially from 2.9 last summer
  - Overall, 58% said that Estes Park was their primary destination on their trip, up substantially from 36% in the summer of 2001.
- Work in Progress:
  - ✓ Ad productions for Fall, Wool Market, and June Series Rodeo
  - ✓ Jazz Fest Promotion
  - ✓ Crisis Communication Plan (public information system designed to protect corporate image in a critical incident)
  - ✓ Start 2004 Media Planning

Community Development Committee – May 1, 2003 – Page 2

**Conference Center.** Conference Services Manager Larsen reported on the following:

- ◆ **Destination Colorado Website,** [www.destinationcolorado.com](http://www.destinationcolorado.com). The Conference Center is a member of this official statewide online meeting planner guide that is fast becoming a powerful tool in marketing. The website features “Major Announcements from Colorado”, and “Hot Dates”; and a sample announcement was presented entitled “The Estes Park Conference Center and adjoining Holiday Inn – Rocky mountain Park Reveal Redesigned Guest Rooms”. Hot Dates are used to enhance lagging bookings during a specific period of time. The membership fee is \$600/yr.
  
- ◆ **Estes Park Film Commission.** Criteria for film commissions are established by the State, and staff is working on establishing a resource library. The March snowstorm proved very beneficial for commercials, with ads filmed at MacGregor Ranch (Marlboro Adventure Team), Aspen Lodge (Swiss Cell Phone Co.), and RMNP (Lexus). These commercials generated 95 room nights and “location” fees for the properties. This Commission is funded from PRPA economic development monies and EPIC funds. Pursuant to a request, Mgr. Larsen will provide specific information on the number of categories and subcategories for the resource material.

**ACTION:**

**Special Events Dept.** Mgr. Hinze presented the following standard agreements for approval:

1. Colorado Arabian Horse Club, July 1-7, 2003
2. Rocky Mountain Team Penning Association, September 13-14, 2003.

Staff has advised Town Attorney White of a potential conflict with this 3-yr. Agreement due to future planning efforts for the fairgrounds facility, thus Attorney White is reviewing the Agreement. Thus, staff is requesting the final Agreement be submitted directly to the Town Board May 13<sup>th</sup> for consideration/approval.

3. McW Management Group/Colorado Hunter-Jumper Association, 3-yr. Agreement, July 23-August 10, 2003; July 21-August 8, 2004, and July 21-August 8, 2005.

**The Committee recommends approval of Items 1 and 2, recommending approval of Item 3, contingent upon review by Attorney White, presenting this item directly to the Town Board, May 13<sup>th</sup>.**

4. **Special Events Policy Manual – Proposed Revision to Include New Performance Park Regulations.** Mgr. Hinze presented a new section entitled “**Performance Park Regulations**” for insertion in the Policy Manual. Performance Park is intended for community musical and theatrical events, and is not designed for art shows or shows that sell vendor spaces. All current regulations contained in the Park Use Regulations and the Park Use Procedures shall apply to Performance Park. This is the first time a fee is being proposed for the use of a Town park, and a fee schedule was presented for (a) local non-profit, (b) locally-sponsored event, (c) private events, and (d) other events. With stage, lighting and electrical, Performance Park offers a new outdoor theater setting for community use and entertainment. Staff intends to conduct training sessions for local groups (4-5 people). Under “Other Regulations”, free-will offerings may be allowed for local, non-profit groups if they obtain a Use Permit from the Special Events Dept. Discussion

Community Development Committee – May 1, 2003 – Page 3

followed on the free-will offering theory, damage deposit, and scheduled evening entertainment. **The Committee recommends approval of the Performance Park Regulations, with the following amendments: (1) further clarification of the damage deposit, particularly pertaining to "...discretion" of the Special Events/Parks Departments, (2) consultation with Town Attorney White to determine restrictive parameters for private use requests, and (3) clarification that in order to qualify for local non-profit status, an organization must be recognized as tax exempt under IRS regulations, providing a copy of said documentation.**

**REPORTS.**

- ★ **Sales Kit Presentation.** Conference Services Mgr. Larsen presented samples of three new promotional pieces for the Fairgrounds; the packets will be presented to prospective users of the facility. There is no funding for this project, thus all material was prepared in-house. The sales kit provides a professional image of the fairgrounds and will be provided "on-demand." The Committee commended staff on the sales kit.

There being no further business, Chairman Doylen adjourned the meeting at 9:28 a.m.

---

Vickie O'Connor, CMC, Town Clerk