

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, August 5, 2004

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 August, 2004.

Committee: Chairman Doylen, Trustees Habecker and Levine

Attending: All

Also Attending: Assistant Town Administrator Repola, Directors Joseph, Pickering, Marsh, Mgr. Hinze, Nickolai, Blackhurst, Town Attorney White, Chilcott, Clerk O'Connor

Absent: None

Pursuant to Chairman Doylen's delay, Trustee Habecker called the meeting to order at 10:00 a.m.

SPECIAL EVENTS – SPECIAL EVENTS MANAGER HINZE.

1. Event Critiques:
 - a. **Wool Market**, June 10-13, 2004. This 14th year event remains one of the top three fiber festivals in the U.S; the number of spectators and exhibitors were significant, and the Committee is planning a special 15-yr. event in 2005.
 - b. **June Rodeo Series**, June 21-23 & 28-30, 2004 (3rd. yr. event). This amateur rodeo attracts participants from Northern Colorado and Wyoming; the Rooftop Rodeo Committee and Police Volunteers were commended for their event-support activities. The number of event days was reduced this year; however, the small of amount of spectators remains a concern, thus staff intends to investigate alternative event(s) for 2005.
 - c. **2004 Horse Shows**. Attendance trends, growth potential, and event modifications were reviewed.
 - d. **Rooftop Rodeo**, July 13-18, 2004 (78th yr. event). Attendance was the third highest since 1990 and the Rodeo was excellent in spite of the inclement weather. Appreciation was expressed to Nick Molle' for his videotaping efforts during the event.

COMMUNICATIONS.

1. Advertising:
 - a. **Personnel**. Announced that Suzie Blackhurst was hired July 6th as the Department's Communications Coordinator.
 - b. **Magazine/Newspaper Articles** – Samples were displayed. A request for future discussion on Town assistance for accommodations with the newspaper companies was noted.
 - c. **Requests for Information** – up by 22.4% over 2003.
 - d. **Work in Progress**: August Insert for Scottish Festival; Fall event posted/fall ads are in development; a copy of the 2005 Lure Piece has been approved and it was presented; Integration of the CVB logo is in development and samples were presented. In response to on-line testing (25% response rate), and concern with print ads/website forms page (survey), a new *Advertising Landing Zone* prototype was created and demonstrated. This is a stand-alone advertising tool and was designed by Dir. Marsh and associates utilizing "flash" technology.

VISITOR'S CENTER.

1. **Personnel.** The interview phase for the Visitors Center Coordinator Position is now complete.
2. **Communications Department Relocation.** During the interim period prior to October 1st, the Training Room (temporarily used by the Finance Dept.) will be utilized as the “call center.” A telephone installation plan is in place and staff will begin the move within 2 weeks. The 800-calls will start coming into this temporary location by mid-late September.
3. **CVB Update.** This new periodic update has been initiated to report on activities, development and other information that is pertinent to the resort industry. The focus will be on:
 - CVB Operations. 8/24 Town Board meeting – Steve Lane architect will present the project.
 - Traditional Advertising.
 - Group Sales & Marketing
 - Special Events
 - Media Relations.

GROUP SALES & MARKETING – JULIE NICKOLAI.

1. **Meeting Professionals International (MPI) Tour in Estes Park.** The CVB, in conjunction with the Ft. Collins CVB, hosted a post-convention familiarization tour on July 28th. A variety of venues and services available for meetings and conferences were showcased and staff is hopeful future group events will be scheduled in Estes Park.

ECONOMIC DEVELOPMENT – BUSINESS DEVELOPMENT DIRECTOR PICKERING.

1. **The Larimer County Economic Development Corp. Report on the Economic Condition** finds that 8,000 employees looking for work and the unemployment numbers continue to rise; over the past year, the County has lost ±\$400 Million in wealth; and bankruptcies have doubled with foreclosures at 27%. The reality is, there is no economic recovery in northern Colorado and the entire state. Survey results list the uncompetitive market; high cost of living, and unfriendly business climate for the decline.
2. **Annexation** of accommodations properties is moving forward; the first group should be submitted for approval by the end of this year.
3. **Signage.** A meeting with EPURA was held to review the Riverwalk Signage Program that utilizes the new CVB logo.

COMMUNITY DEVELOPMENT – COMMUNITY DEVELOPMENT DIRECTOR JOSEPH.

1. **Site Construction Drawings and Release of Development Sites for Building Permits.** Currently, detailed site construction drawings for large multi-family development have not been required. As a result, staff is spending more time in the field tracking as-built construction for all aspects of code compliance. Additionally, allowing building construction to begin prior to completion of street and driveway improvements is presenting problems for safe access to perform inspections and, in some cases, hinders emergency access if needed. Staff is proposing to terminate this practice, thus requiring detailed site construction drawings for multi-family and commercial sites, in addition to withholding permits for building construction on all sites until such time as the roads and underground utilities are substantially complete. If approved, policy implementation will lead to more efficient use of staff time.

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Three Policy Statements were presented that, in summary, require: (1) detailed site construction drawings on multi-family or commercial projects; (2) issuance of building permits be withheld until underground utilities and vehicular access are substantially complete; and (3) improvement guarantees and letters of credit to ensure installation of storm drainage as designed by a professional engineer to be verified by a professional engineer upon completion.

Comments in support of the policy statements were heard from Const./Facilities Mgr. Sievers (speaking on behalf of external utilities/public safety agencies) and Line Supt. Steichen.

Discussion followed concerning Town liability issues, and field inspections, incentives to reduce multiple field inspections.

As additional data must be provided that includes financial and procedural options pertaining to all three Policy Statements, this item was continued to a future Committee Meeting.

2. **Revisions to the Short Term Rental Ordinance/Municipal Code.** Pursuant to the November 25, 2003 Town Board Study Session, staff has reviewed said ordinance and Attorney White presented and reviewed specific amendments and clarified the limitations to the intensity of use allowed with short-term rentals: (1) that the use shall not be out of character with single-family neighborhoods; and (2) that the “playing field is leveled” by requiring a business license and commercial utility rates. Specific proposed amendments were reviewed.

Associated amendments to the Estes Valley Development Code will be reviewed by the Planning Commission August 17th and an Ordinance will be presented to the Town Board for consideration on August 24th.

Following discussion on non-profit consistency and impact to existing bed and breakfasts, a recommendation was not issued as staff was directed to review and report on their findings during the 8/24 Town Board meeting.

There being no further business, Chairman Doylen adjourned the meeting at 11:49 a.m.

Vickie O'Connor, CMC, Town Clerk