

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, February 3, 2005

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 3rd day of February, 2005.

Committee: Chairman Doylen, Trustees Habecker and Levine

Attending: All

Also Attending: Town Administrator Repola, CVB Staff Pickering, Marsh, Hinze, Blackhurst, Nikolai, and Weldin, Fleet Manager Mahany, and Deputy Clerk Williamson

Absent: None

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

CONVENTION & VISITORS BUREAU.

Communications.

1. Advertising Program Report – Marsh.

- Request for Information:
 - Requests for information are up 3.68% year to date and advertising generated requests were up 12.31% year to date.
 - E-mailed requests for vacation planners are down 12.67% over the same period last year.
 - Calls to the 800 number are down 24.34% year to date.
- Work in Progress:
 - CVB website instituted a pay per click campaign on Google January 24th to keep the website ranking at or near the top. January 24th. The campaign will run for 3 months at which time our natural optimization should be functioning.
 - 2005 Lure Piece arriving this week.
 - First spring flight of magazine ads will be published in three weeks.
 - Staff is investigating Internet promotional opportunities including Internet co-ops. First quarter media schedules were reviewed and include television spots, newspaper ads, and magazine ads.

2. Community/Media Relations Reports – Blackhurst.

- 2005 Media Relations Plan:
 - Media packet – goals and strategies for 2005 include: production of visitor materials; establish, build and strengthen relationships with travel editors, writers and producers; strengthen web-related presence; strengthen communications with CVB stakeholders, members and community members; and plan and execute media relations elements relating to capital projects and major initiatives.
 - Recent articles of Estes Park include Destinations magazine, Newspaper articles in Rky. Mtn. News, Parker and Castle Rock, Northern Colorado Business Report, 5280 magazine. Future articles will run in Nick Jr., Go Travel, and Country Lines.
- Web Site Content Update.
 - Downloadable vacation planner will be available the end of this month and will include a lodging grid that will also be available as a handout for the visitors.
 - Currently working with a website vendor to activate behind the scene functions.
 - Search optimization is nearing completion.

Group Sales & Marketing.

1. Conference Center Year End Report – Nikolai.
 - Reviewed the 2004 Estes Park Conference Center Bookings.
 - Conference Center hosted 144 groups in 2004.
 - 78 conferences with 8,297 attendees, an increase of 9 groups and 299 attendees.
 - 45 local groups with 10, 552 attendees, an increase of 5 groups.
 - The Holiday Inn began renovations on the lobby, lounge and restaurant in November 2004. This has decreased available meeting space by two meeting rooms. New carpet is budgeted for 2005 and will be replaced late December or early January 2006.
 - 2001-2004 attendance figures were reviewed.
2. Group Sales Report – Nikolai.
 - Group sales for January 2005 and hotel occupancies for 2004 were reviewed. Hotel occupancies were down for 2004 while the average hotel rate has gone up. Currently 15 to 20 properties are reporting occupancy numbers for the monthly survey.

Visitor Services.

1. Visitor Center Report – Weldin.
 - CVB is in the process of purchasing Colorado and Estes Park large (6' x 8') maps for the Visitor Center.
 - Visitor Center began testing the retail market by selling postcards and calendars with light sales.
 - Over 80 brochures from lodging establishments, various activities, retail shops, restaurants and miscellaneous groups now available.
 - New CVB fees have been in effect as of January 2005.
 - CVB included an order form and letter with the January mailing of the Business License statements.
 - Full or partial payments for services are due by February 15th. To date, these services have been provided with no charge. Staff will be flexible with payment due dates.
 - Peggy Campbell is contacting businesses that have not responded to answer questions regarding CVB services and encourage participation.
 - There are currently 75 stakeholders with orders arriving daily.
 - 20 – 25 calls are being received/day.
 - Information specialists have compiled an information resource book available for use by the ambassadors and visitors.
 - There are approximately 50 ambassadors committed to the CVB.
 - 10 businesses have shown an interest in annexing and 5 businesses located outside town limits are interested in joining the CVB.

Special Events.

1. Standard Event Agreements – Request Approval. Mgr. Hinze presented the following standard agreements and requested they be favorably recommended for approval:
 - Rocky Mtn. Miniature Horse Club, June 22-26, 2005
 - Colorado Arabian Horse Club, July 1-4, 2005

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

2. Preliminary Review of Stanley Park Fairgrounds Master Plan. In February 2004, the goal team presented a “schematic” to the Community Development Committee, the committee then requested a higher level of

detail. The goal team has chosen Design Studio West/Roger Thorp as the design team to develop the preliminary plan. Les Smith, equestrian specialist, has also been involved in the development of the plan.

Roger Thorp Thorp Associates and Terry Stone DSW reviewed the preliminary design plan. Mr. Stone stated the plan has incorporated many of the current buildings (Barn T, U, V & W, Grandstand and Announcer Stand) as well as the many uses at the fairgrounds. A new entrance will be established off Community Drive with new signage and a monument. The fairgrounds will continue to have access from 4th street with a check-in booth, Manford Ave. and the current entrance off Community Drive. The new structures will include: 2 open arenas, 1 covered arena, 3 barns, 1 maintenance facility, an event barn, and a new office/ticket window added to the Grandstand. Parking has been added to the perimeter and includes 12 handicap spaces, 605 parking spaces, and 62 RV spaces for a net increase of spaces. The entire site will be fenced. The northeast corner of the property will include 2 playfields with a restroom and detention ponds.

Heath Construction will provide cost estimates and phasing information. Project phasing includes: Phase I (drainage, utilities infrastructure and 2 outdoor arenas); Phase II (detention ponds, playfields, parking, and loop road and 2 barns); Phase III (additional barn, maintenance facilities, parking and ticket office); Phase IV (covered arena, hardscape, and parking); Phase V (event barn).

John Spooner Van Horn Engineering is developing the drainage and grading plan as the property currently receives significant offsite drainage. A wall along Manford Ave. is proposed to collect offsite drainage and direct the water underground to the detention ponds located on the north end of the property.

Comments were heard from Jo Adams, Dr. Durward, Mayor Baudek, and Trustee Pinkham concerning parking, turning radius for large stock trucks, powerlines, landscaping, restrooms, additional seating in the Grandstand, and phasing.

Roger Thorp stated architectural drawings will be presented at a future Town Board meeting.

3. Purchase of Water Truck – Request Approval. Mgr. Hinze stated the Special Events Dept. is in need of a dependable water truck. The current truck is 29 years old and has become undependable as the primary truck; however it could be used as a backup during shows saving \$2,500 - \$3,000/year for a rental truck. A new truck would cost approximately \$80,000. The rental truck used for the past 2 years during the Hunter Jumper event has been offered to the Town at a cost of \$48,600.

- MacDonald Equipment Company (Commerce City, CO)
2000 Ford F-650 w/2000 Gallon Water Tank (Used) \$48,600
- New Water Truck Estimate (No Bid – Quote Only)
2005 Ford F-700 or 2005 Freightliner M-2 w/2000
Gallon Water Tank \$80,000

Staff recommends purchasing the used water truck from MacDonald Equipment Company for a cost of \$48,600, retaining the existing water truck as a backup. Administrator Repola advised the purchase will be

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made with a 4 year loan at 4% interest from the vehicle replacement fund with a yearly payment of \$13,389.

The Committee recommends approval to purchase a water truck from MacDonald Equipment Company at a cost of \$48,600 with funding specified above.

4. Policy Manual Revision on Banner Regulations & Specifications – Request Approval. Mgr. Hinze reviewed the current banner regulations and specifications with revision being proposed concerning banner and grommet sizing and location.

The Committee recommends approval of the revisions, as proposed.

Convention and Visitor Center Building.

1. Construction Part I – Preliminary Guaranteed Maximum Price. Dir. Pickering stated the bid received from the design team of Dallman Construction/Basis Architecture was 25% above the Guaranteed Maximum Price (GMP). The team has asked the subcontractors to refine their bids, with new cost estimate due next week. This item was continued and sent back to the Comm. Dev. Committee at the January 25th Town Board meeting.

MISCELLANEOUS.

Administrator Repola advised that, as directed by the Committee on January 6th, the Building Department conducted a meeting with the area electricians regarding assuming electrical inspections. Staff will update the Committee in March.

There being no further business, Chairman Doylen adjourned the meeting at 10:00 a.m.

Jackie Williamson, Deputy Town Clerk