

## RECORD OF PROCEEDINGS

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*Town of Estes Park, Larimer County, Colorado, April 7, 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 7<sup>th</sup> day of April, 2005.

Committee: Chairman Doylen, Trustees Habecker and Levine  
Attending: All  
Also Attending: Trustee Pinkham, Town Administrator Repola, Directors Joseph and Pickering, CVB Staff Members, Mgr. Hinze, Clerk O'Connor  
Absent: None

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

### **CONVENTION & VISITORS BUREAU.**

#### Communications:

Manager Marsh reported on the following:

- 1<sup>st</sup> Quarter Reports for the Advertising Program where it was noted:
  - Requests for Information are up 28.08%; generated requests are up 59.63%; e-mailed requests are down 6.4%; and 800-calls are down 30.32% as of the end of February.
  - The Spring sample magazine ads were distributed.
2. The Executive Summary for the Conversion Study was presented. The report verified a strong return on investment, and it will be distributed to the media.
3. Hot Deals in Estes Park. This is a new test on-line offer opportunity for businesses to reach a different market at an affordable price. The fee is \$75 and it is receiving significant bookings and sales.; group packages are being marketed.
4. May Insert –publishing is underway and promotion includes the Jazz Fest.

Community/Media Relations Reports:

1. Paving Project – Information is being distributed on this CDOT project scheduled from mid-May all Summer from Lyons to the Highway 36/7 Intersection.
2. Travel Writer Exposure. Staff is attending the Showcase in Denver; and additional information was provided on the “FAM tour”.

#### Visitors Center/Services:

Visitor Center Coordinator Weldin reported on the following:

1. CVB Services has reached 70% of their budgeted goal—170 stakeholders and 120 paid for services currently. Peggy Campbell (temp.) is contacting potential businesses.
2. Telephone calls are up, averaging 54/day on up, and electronic people counters have arrived and will soon be installed; statistics will be provided in the future.
3. New items/Equipment includes: a 6'x8' State Map, installation of an exterior wall-mounted wooden case to display lodging information when the office is closed; early May will have web-based lodging availability tool; and the 2005 Event Calendar is in mass distribution.
4. Seasonal staff/hrs. Ads have been placed to fill the budgeted 3 fulltime positions and the submittal deadline is 4/8. Hours are currently 9:00-5:00 and beginning May 21<sup>st</sup>, summer hours will be 9:00 a.m. to 8:00 p.m. every day. Interviews are scheduled 4/18.

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5. Ambassadors. These volunteers are very dedicated and knowledgeable. Recruitment is underway for new volunteers and the goal is 70. Mayor Baudek approved funding for new uniform shirts and they have been well received.
6. Lodging tours for Ambassadors and staff. Between 32-40 properties are being scheduled for tours and retail tours will also be planned.

### **GROUP SALES & MARKETING.**

Conference Services Coordinator Nikolai reported on the following and color ad material was provided:

1. Conference Center –
  - Revised 2004 Year-End Report.
  - Press/Media/Advertising
2. Convention & Visitors Bureau –
  - Monthly Leads Report
  - Group Website Progress
  - Press/Media/Advertising
  - Suzuki Student Music Institute. This new group of potentially 3-4,000 has booked for June 2006. The Park School District has been very cooperative and a 5-10 yr. contract is a possibility. Staff is researching a venue for evening performances. Mayor Baudek and staff played a significant role in this booking.
  - Future discussion – expansion of conference center.

Trustee Habecker noted that the Music Festival in Beaver Creek is being discontinued and suggested staff research this event's potential.

### **SPECIAL EVENTS.**

1. Standard Agreements for approval:
  - 2005 Christmas Parade Letter of Understanding with Leslie Williams, \$10,000 coordination fee, November 25<sup>th</sup>. Mgr. Hinze confirmed that remedies are in place to avoid problems experienced in 2004.
  - Rocky Mountain Team Penning Assn., September 16-18, 2005.
  - Colorado Hunter-Jumper Assn., July 22-24, 2005.

**The Committee recommends approval of all three Agreements as presented.**

2. Copier Machine. The current copy machine was transferred to the Special Events Dept. in 2000, and replacement parts are now unavailable. Staff is recommending a Minolta Color 350 at a bid of \$11,813 (the budgeted amount is \$12,000). The bid is for an outright purchase as a lease-purchase option equates to \$14,000. Color is needed for brochure production, and there are no add-ons. The 3-yr. Maintenance Agreement includes all supplies.

**The Committee recommends approval of the budgeted expenditure for a Minolta C350 at \$11,813.**

Town Administrator Repola reported that future copy machines will be submitted to the Computer Tech Team for consideration.

### **COMMUNITY SERVICES GRANT.**

Revised Grant Request – Circle of Friends Montessori School. Administrator Repola updated the Committee on this grant, and Program Director Kay Lawson requested the Committee consider new condition. The YMCA has advised Ms.

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Lawson that as of the end of April, permanent quarters are no longer available. Two other sites are being considered and the School has completed licensing applications for both potential sites and she is filing for non-profit status. Although Ms. Lawson believes the School will be operational near May 1<sup>st</sup>, she is requesting the Town hold the \$5,000 grant until September 30, 2005.

At the March Committee Meeting, Janice Neuman/Early Childhood Intervention Project requested funding to promote/support early childhood care and education. At that time, the Committee recommended staff prepare an update on the availability of Community Service funds that may be available in 2005. An office has now been secured and with the Town's funding, operations could begin in June. Additionally, Ms. Neuman stated she supports the Montessori School.

**The Committee recommends retaining the \$5,000 grant for Montessori School until August 30, 2005. Should all or any portion of this grant not be issued to the Montessori School, these funds could be allocated to the Early Childhood Intervention Project.**

**COMMUNITY DEVELOPMENT.**

1. Affordability Standards for the Annexation and Rezoning Agreement (Draft) with Boyette and Sandra Williams, Pawnee Meadows LLC (Kochevar) and the Town. Staff submitted this item to conduct preliminary discussion. Paul Kochevar/Pawnee Meadows appeared before the Committee seeking approval of the concept and subsequent draft Annexation Agreement, rezoning request, open space waiver request, and fee waiver for the Neighborhood Subdivision.
  - The owners have submitted a preliminary subdivision plat and rezoning applications for this 10-acre site for Planning Commission review on May 17<sup>th</sup>, and the owners are also petitioning to annex into the Town.
  - The current zoning is RE, which allows single-family lots with a net land area of 2.5 acres/lot (prior to site-specific adjustments), and the owners desire to rezone 2/3's of the land to R-1. A single-family attainable housing zoning district allows smaller lot sizes than other residential zoning districts, thus 30 single-family lots would be created and 15 of the lots would be deed-restricted as attainable housing. The remaining 1/3 of the property would be rezoned to O-Office and divided into 3 lots for a community services building(s). The land will be donated to the Estes Valley Non Profit Resource Center, Inc., and staff is supportive of the rezoning request.
  - The site is immediately north of Vista Ridge and south of Talons Pointe – both of which are Estes Park Housing Authority developments, making this property a candidate for rezoning.
  - Attainable Housing. The R-1 District is designated as a 100% single-family attainable housing district; this subdivision is proposing a 50% attainable housing designation.
    - i. Owner-occupied attainable housing requires buyers earning 80% or less median income and this proposal is to sell homes to buyers earning 100% of median income. This plan is due to the difficulty in buyers qualifying for a mortgage at the 80% median income rate.

Mortgage Banker Rich Flannery provided additional information on the difficulty of qualifying buyers at the 80% level.

- Wendell Amos/Estes Valley Non Profit Resource Center gave background information on the effort to locate and provide rent-free facilities for volunteer organizations (24) that assist residents in need. Non-profit

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status has been obtained, and the group invited Salud to join them. Information on grant applications for Community Block Grant funding was also provided.

Doug Frisbee/Salud Foundation confirmed the Foundation's support, adding that the project is pivotal to Salud as their expansion plans could include a dental clinic and 8 exam rooms in an 11,000 sq. ft. building. Salud could provide medical services to 80% of the needy population in the Estes Valley. Donations and timing are critical components for their construction project.

- Staff is supportive of the request to waive the 15% open-space set-aside for R-1 zoned lots and will recommend to the Planning Commission that the EVDC be amended to remove this open space requirements from the R-1 District.
- A fee waiver of application fees for the annexation, annexation agreement, rezoning, preliminary plat, and final plat applications totaling \$10,500, and waiver of building permit application fees are being requested. Staff supports waiving fees for the attainable houses.

**The Committee is supportive of the concept in totality, and the waiver of fees as described, including the non-attainable units.**

2. Amendment of the Development Agreement for Stanley Ave. Condominiums (Koehler). Seth Hanson and Emily Koehler/Owners are seeking approval of an amendment to the Development Agreement to remove the 3 affordable units from the originally approved plan for 26 units, thereby reducing the unit total to 23. This request is based on the market rate units that will be offered, \$159,000-\$199,000 – all in the affordable range, well below the median home price. Discussion followed.

**The Committee recommends staff be authorized to move forward with amending the Development Agreement. The developer can drop back to 23 market rate units, or build three additional affordable units at the 100% median income-qualifying limit.**

**SPECIAL EVENTS – REQUEST TO ENTER EXECUTIVE SESSION.**

Stanley Park Grandstand Arena Resurfacing Contract. For the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402(4)(e), Chairman Doylen adjourned the meeting to Executive Session at 10:17 a.m.

Chairman Doylen reconvened the meeting to Open Session at 10:35 a.m., and there being no further business, Chairman Doylen adjourned the meeting at 10:36 a.m.