

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, July 5, 2007

Minutes of a Regular meeting of the **COMMUNITY DEVELOPMENT COMMITTEE** of the Town of Estes Park, Larimer County, Colorado. Meeting held in Town Hall in said Town of Estes Park on the 5th day of July 2007.

Committee: Chairman Pinkham, Trustees Eisenlauer and Levine

Attending: All

Also Attending: Town Administrator Repola, Deputy Town Administrator Halburnt, Directors Pickering, Kilsdonk, and Joseph, Managers Marsh, Mitchell, and Winslow, and Deputy Clerk Deats

Absent: None

Chairman Pinkham called the meeting to order at 8:02 a.m.

PUBLIC COMMENT.

None

CONVENTION & VISITORS BUREAU.

EVENT/HORSE SHOW CONTRACTS – REQUEST APPROVAL.

The Special Events Department is requesting approval of agreements with the following organizations to host events at Stanley Park Fairgrounds:

- Rocky Mountain Team Penning – September 14 through September 16.
- Colorado State Sheriff's Posse Association Meeting and Gymkhana – August 31 through September 2.

Rocky Mountain Team Penning is an event that has been hosted at Stanley Park Fairgrounds in the past and staff anticipates it will be conducted as in previous years. The Gymkhana is a new event and staff expects it will generate revenue in the amount of approximately \$1,500 for the Town. There are 50 participants plus their families attending and the event is open to the public as a spectator event. **The Committee recommends approval of the agreements with the above mentioned organizations as presented.**

AUTO EXTRAVAGANZA STREET CLOSURE – REQUEST APPROVAL.

The Special Events Department is requesting the closure of the 100 block of MacGregor Avenue and Park Lane on August 18, 2007 during the Auto Extravaganza Car Show. In addition, in case of inclement weather, staff requests the option of closing MacGregor Avenue to Wonderview Avenue to prevent damage to the grass in Bond Park if wet conditions exist. **The Committee recommends approval of the street closure for the Auto Extravaganza Car Show.**

Trustee Levine requested that Special Events staff provide the Committee with a schedule of events and anticipated road closures early in the year in order to assess the frequency of these occurrences and the potential impact caused to Bond Park area merchants. Administrator Repola noted that all road closures must be approved by the Town Board for insurance purposes.

The Committee discussed giving staff the authority to sign contracts in cases where the Town is leasing space, such as in many of the contracts exercised by Special Events. This would eliminate the need for the Committee to review the 40 to 50 contracts implemented each year for this purpose. Staff would provide the Committee with a quarterly activity report and an end of the year summary which will also provide needed

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information when forecasting revenues for the upcoming year. Administrator Repola stated that Attorney White will draft an ordinance addressing this issue to bring before the Town Board as an action item.

REPORTS.

Reports provided for informational purposes and made a part of the proceedings.

- Marketing Committee
- Media & Public Relations
- Visitors Services

Mgr. Marsh provided clarification of data contained in the CVB Marketing Report stating that a high level of electronic activity is being experienced as it relates to information requests from visitors. He stated that methods of tracking electronic inquiries are being researched so that a cost per inquiry can be established and compared to inquiries generated from other types of marketing programs. The Committee requested Mgr. Marsh include an explanation of the significance of the data as part of the monthly report.

Dir. Pickering noted that ridership on the shuttles was high over the 4th of July holiday. Currently, large buses are being used for the shuttle routes and an analysis of equipment needs will determine if smaller vehicles should be used in the future, particularly where routes travel through residential areas, in addition to determining if the shuttle program is a feasible solution to reduce overcrowding, parking problems, heavy traffic, and pollution.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

REPORTS.

Reports provided for informational purposes and made a part of the proceedings.

- Museum Monthly Report
- Senior Center General Report

It was noted that new measurement processes are being utilized for the Museum and the Senior Center reports. The Committee applauded staff regarding the quality and variety of programs being offered at the Museum and the Senior Center. They discussed the number of people who are taking advantage of these programs and questioned whether a point will be reached where charges may need to be imposed and/or raised in order to continue these programs. The Committee maintains that they do not want to discourage use of these facilities and that ways to offset costs should be pursued.

Dir. Kilsdonk recently attended the National Conservation Summit in Washington DC that called attention to the lack of funding available to libraries and museums for the preservation and storage of collections. She described the conference as very informative and indicated that regional seminars, one of which will be held in Denver, are being scheduled to continue addressing this issue.

COMMUNITY DEVELOPMENT.

PLANNING REVIEW FEE SCHEDULE – REQUEST APPROVAL.

Staffing costs for the Community Development Planning Department total \$234,756 for 2007. The Department's target is to achieve a 50% cost recovery from fees, which would require a total Town/County fee collection of \$117,380. In 2006, \$65,000 was collected, 54% from the Town's lower fee schedule, indicating the Town's current fee structure is recovering only half of the target amount. To meet 50% cost recovery, Town fees would need to increase by \$52,380. By doubling all Town fees, a \$30,000 increase in annual cost recovery over the subsequent 12 months would be realized.

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Implementation of new fees could be done all at once or phased over time. The proposed fee schedule reflects a 100% increase to existing fees and the addition of fees for several services currently provided at no charge.

Conversation ensued with the following being points of discussion:

- How a 50% recovery rate was established.
- Do fees accurately reflect the cost of development in our community and how to measure costs unique to the Estes Valley?
- Impact fees.
- Fees as a tool to encourage or discourage development.

The Committee requested that staff conduct further research on the proposed fee schedule by applying the new fee schedule to last month's submittals, bringing the Town fees in line with the County's, and continuing to examine and analyze the fees to accurately reflect the staff time involved in providing services within the Estes Valley. The Committee requested staff pursue one fee schedule that would be the same for all of the Estes Valley and, upon completion, present it to the Committee and to the County for approval.

REPORTS.

Reports provided for informational purposes and made a part of the proceedings.

- Community Development Financial Report
- Monthly Building Permit Summary

ADMINISTRATION.

LOCAL MARKETING DISTRICT IGA – REQUEST APPROVAL.

With the passage of an amendment to state statutes governing Local Marketing Districts (LMD), the Town is now able to consider such an entity. The boundaries of an LMD shall include properties outside the town limits but within unincorporated Larimer County. Staff has proposed that the LMD boundaries be similar to the existing membership area of the Convention and Visitors Bureau, excluding Boulder County. The handful of Boulder County properties are not included due to the fact the required IGA and elections would be more complex.

State law requires that an agreement or contract be established between the jurisdictions affected by the proposed LMD. The attached draft Intergovernmental Agreement (IGA) has been prepared by Town Attorney White for consideration, and with approval, will be referred to the Town Board. If the Town Board agrees with the terms, staff will present the same to the Larimer County Board of County Commissioners. Upon approval, staff can begin circulation of petitions among commercial property owners within the proposed LMD. If the matter proceeds to an election, it is anticipated it would occur in 2008 and costs will be included in next year's budget.

After reviewing the document the Committee discussed the following:

- Appointment or election of LMD board members.
- Cost effectiveness of appointing rather than electing board members.
- Terms of LMD board members.
- Slating of members of the board to include representatives of diverse business backgrounds and people with marketing knowledge and experience.
- Development of an appointment process including a call for credentials or application.
- Initial funding of the LMD and the Town's participation level.
- How funds previously earmarked for marketing endeavors will be used.

Administrator Repola will request Attorney White address the concerns of the

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Committee and modify the IGA. A draft copy will be provided to all Trustees and to the Larimer County Commissioners for feedback before bringing it back to the Committee meeting in August. Administrator Repola will question Attorney White about the possibility of a Memorandum of Understanding (MOU) addressing a declining level of financial participation in the LMD by the Town. Dir. Pickering will continue to conduct meetings and compile a list of frequently asked questions regarding the LMD in order to provide information to property owners.

MISCELLANEOUS.

Administrator Repola informed the Committee that a copy of the modified concept plan for Stanley Park will be available for review at the Town Board Study Session scheduled for Tuesday, July 10, 2007.

There being no further business, Chairman Pinkham adjourned the meeting at 10:30 a.m.

Cynthia Deats, Deputy Town Clerk