

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, December 4, 2008

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 4th day of December 2008.

Committee: Chair Levine, Trustees Eisenlauer and Miller

Attending: Chair Levine, Trustees Eisenlauer and Miller

Also Attending: Deputy Town Administrator Richardson, Directors Pickering, Kilsdonk and Joseph, Managers Marsh and Mitchell, Special Events Coordinator Button, and Deputy Clerk Deats

Absent: Town Administrator Halburnt and Mgr. Winslow

Chair Levine called the meeting to order at 8:00 a.m.

PUBLIC COMMENT.

Laurie Button, Special Events Coordinator, reported that the Rooftop Rodeo was named the Best Small Rodeo of the Year for 2008 by the Professional Rodeo Cowboys Association, and stated that the Stanley Fairgrounds calendar of events for 2009 is full. She attributed the ability to retain events and attract new events to the fairgrounds to the efforts the Town has made to maintain and upgrade the facility.

CONVENTION & VISITORS BUREAU.

FROST GIANT ROAD CLOSURE – REQUEST APPROVAL.

Special Events staff received an application from the Estes Valley Recreation and Parks District (EVRPD) to hold the annual Frost Giant 5K and 10K races on Sunday, January 25, 2009, between the hours of 7:30 a.m. and 3:00 p.m. As in past years, the application includes a request for the closure of MacGregor Avenue between Elkhorn Avenue and Park Lane during race hours to accommodate the start and finish lines for the race. The **Committee recommends approval of the closure of MacGregor Avenue as outlined for the running of the Frost Giant 5K and 10K races.**

CONTRACT FOR INTERNET-BASED PR SERVICES – REQUEST APPROVAL.

Due to changes in media trends, the decline of print media, and the increase in the use of internet sites, Convention & Visitors Bureau (CVB) staff solicited bids for services to augment current public relations efforts with an emphasis on internet media. Bids were sought through personal contacts and a posting on www.estesnet.com resulting in three bids. Services proposed by the three companies differed with two providing only traditional services and the third providing only internet-specific services.

Adventure Travel Media Source (Traditional agency)

Wellington, CO

Total: \$10,000

RTM Real Time Marketing (Traditional agency)

Aspen, CO

Cost: Approximately \$3,200 per month

Travel Spike (Non-traditional agency)

Offices in Atlanta, Long Beach, NY and San Diego

Cost: \$2,000 per month for five-month program

Total: \$10,000

Community Development – December 4, 2008 – Page 2

\$10,000 was included in the 2009 Advertising Budget Proposal and staff recommends accepting the bid from Travel Spike for internet-based PR services at a cost of \$10,000 for activity from February through June. The five-month program will target electronic writers and editors of affinity-based market mediums such as travel sites and blogs with special interest articles such as hiking and fishing in an attempt to elicit greater visitation through the summer months. **The Committee supported the use of a specialized company and recommends approval of the contract with Travel Spike in the amount of \$10,000 from account #222-2000-420-23-02 budgeted for 2009.**

REPORTS.

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

- Marketing Committee
- Media Relations

Mgr. Marsh reported that “Vacation Values” has been added to the CVB website to promote specials at local businesses; and advertising will be published in the Longmont, Loveland, Fort Collins, and Greeley newspapers over the next three weeks.

MUSEUM/SENIOR CENTER SERVICES DEPARTMENT.

REPORTS.

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

- Museum Monthly Report
- Senior Center Monthly Report

Trustee Eisenlauer noted that the number of dining room meals has declined. Mgr. Mitchell stated that staff is working on ideas to recruit new customers, that the number of Meals on Wheels served has increased, and that attendance at Senior Center programs and activities continues to grow.

COMMUNITY DEVELOPMENT.

WAIVER OF VARIANCE FEES FOR SMALL WIND GENERATION – REQUEST APPROVAL.

With the increasing interest in home wind generation, staff anticipates a number of related height variance requests. Most manufacturers of horizontal-axis, prop-driven generators recommend mounting the units at a height in excess of thirty feet above grade which exceeds current height limitations. As small wind generation is not directly addressed in the land use code at this time, staff is recommending a temporary fee waiver policy for height variances for small residential wind power installations until the Estes Valley Development Code can be modified to address this issue with suitable height standards. The current variance fee is \$500 per variance. Discussion followed and is summarized: it feels wrong to provide a subsidy through the Light and Power department and then charge a variance fee; Light and Power department is erecting a generator to gather information related to how wind generation works in our environment; promote green activity whenever possible; new regulations must address location and noise produced by wind turbines as well as impact on neighborhoods; totally support a temporary waiver of this variance fee; and code revisions will eliminate the variance issue. **The Committee recommends approval of the temporary waiver of variance fees related to the height of small wind generation systems of \$500 per variance.**

REPORTS.

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

- Community Development Financial
- Monthly Building Permit Summary

RECORD OF PROCEEDINGS

Community Development – December 4, 2008 – Page 3

Dir. Joseph reported that the building department is experiencing a decline in construction development which will most likely become apparent in 2009.

MISCELLANEOUS.

Trustee Eisenlauer reported that the CVB Advisory Board held its final meeting last week. She stated that in the future policy decisions will be made in-house and come to the Community Development Committee for approval.

There being no further business, Chair Levine adjourned the meeting at 8:40 a.m.

Cynthia Deats, Deputy Town Clerk