

RECORD OF PROCEEDINGS

Town of Estes Park, Larimer County, Colorado, May 24, 2012

Minutes of a Regular meeting of the **COMMUNITY DEVELOPMENT / COMMUNITY SERVICES COMMITTEE** of the Town of Estes Park, Larimer County, Colorado. Meeting held in Town Hall in said Town of Estes Park on the 24th day of May, 2012.

Committee: Chair Ericson, Trustees Elrod and Norris

Attending: Chair Ericson, Trustees Elrod and Norris

Also Attending: Town Administrator Lancaster, Assistant Town Administrator Richardson, Director Chilcott, Managers Winslow, Mitchell and Fortini, PIO Rusch, and Deputy Town Clerk Deats

Absent: None

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

PUBLIC COMMENT.

Christy Crosser, Estes Park Nonprofit Resource Center (EPNRC), reported on services and activities being provided by the Center to area nonprofits, and provided a list of nearly 100 nonprofits that offer services within the Estes Valley. She noted that since January 2012, seven workshops have been hosted by EPNRC with 75 individuals participating from 30 unique nonprofit organizations. She said the Center receives an average of 17 requests per month related to topics such as liability insurance for directors and officers; meeting facilitation; board development; and fundraising. The Committee thanked the Center for its service to the community and for providing valuable information to local nonprofit organizations.

COMMUNITY SERVICES DEPARTMENT.

REPORTS.

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

- Special Events – Manager Winslow provided a listing of upcoming events and noted that three new events are among those scheduled through June 2012. A privately-sponsored circus which is scheduled for Memorial Day weekend, Barrel Racing, and Ride the Rockies are events that are new to the facility this year. Staff is currently opening up and preparing the facility for the season, and finalizing preparations for the Wool Market on June 7th and 8th. He said the Wool Market is one of the largest in the U.S. and said that individuals come from all over the country to participate in the event. Manager Winslow said that a successful Jazz Fest was held May 19th and 20th, however, weather did impact Saturday's activities. At this time revenues appear to be typical, with monies related to on-line ticket sales yet to be allocated to the respective event.
- Retail Sales Policy – At the April Community Development/Community Services (CDCS) Committee Meeting, Nick Mollé requested permission to sell his DVDs at the Town's Visitor Center. Assistant Town Administrator Richardson reported that in 2006 the Town Board approved a retail sales policy that limits the items that are allowed to be sold in the visitor center to Rocky Mountain Nature Association and Museum merchandise. The policy was developed by committee with input from downtown merchants during the original launch of the new CVB. Assistant Town Administrator Richardson said that 75% to 80% of the visitor centers he researched sell retail items, and suggested that 1. the topic of a Town-wide retail policy be brought before the full Town Board at an upcoming study session for discussion and 2. that the discussion include whether to allow Mr. Mollé to provide a television at the CVB to play his DVDs and sell Estes Park

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relevant DVDs at the visitor center.

Trustee Elrod pointed out that this topic was discussed at the February 23, 2012 CDCS Committee meeting and expressed frustration that the topic has not yet been addressed. Discussion included: create a committee to include representatives from various groups such as the Estes Area Lodging Association (EALA) and Estes Valley Partners for Commerce to look at issue from broader perspective; current policy is out of date, take the time necessary for discussion and development of policy; consider a short-term trial as a learning experience to guide in policy making; giving an advantage to one retailer over another; and Mr. Mollé's merchandise is unique and may not impact sales at downtown retailers. Assistant Town Administrator Richardson said that comments and concerns can be gathered from the business community and local organizations via e-mail, and that staff will contact municipalities that allow retail sales at visitor centers for information.

Nick Mollé, Nick Mollé Productions, Inc., said both the Rocky Mountain Nature Association and the Museum carry his items. He said he would be willing to loan the CVB a TV screen to display videos and photos coinciding with events in Estes Park for promotional purposes, even if sales of his DVDs is not approved.

Peggy Campbell, Visit Estes Park Executive Director, said that with the separation between Visit Estes Park and the Town, the policies written in 2004 at the time of the CVB start-up need to be reviewed and requested involvement in the process. She concurred with considering the broad picture of a retail sales policy and noted that the policy affects the entire community.

Town Administrator Lancaster suggested that staff and merchants look at the topic from the visitor's perspective, and added that a comprehensive and systematic review of Town policies is a high priority project. The Committee requested staff prepare to bring the retail policy discussion forward to the June 26, 2012 Town Board Study Session.

- Capital Projects Update – Fairground Stall Barns – Assistant Town Administrator Richardson said that the proposals received for the selection of a design firm for the stall barns will be brought forward at the June 12, 2012 Town Board meeting. The 100-stall barn is proposed to be situated at the west end of the fairgrounds property and the scope of use (agricultural or multi-use) will determine the cost of constructing the facility. He noted that the \$600,000 currently budgeted is not adequate for the project. Groundbreaking on the project may take place this fall.
- Senior Center / Museum Master Plan – Staff is at work on preparing a Request for Proposal I (RFP) for a Senior Center / Museum Master Plan.

COMMUNITY DEVELOPMENT DEPARTMENT.

REPORTS.

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- Community Development Monthly Report – Director Chilcott reported that staff is promoting May as Building Safety Month. A news release was prepared and a program to provide building safety information through the elementary school will be pursued in future years. Chief Building Official Birchfield is conducting plan reviews and the timeframe related to permit application and the issuance of the permit is being tracked with the goal of a five-day turn around being met approximately 50% of the time. Staff is working to ensure that basic core services are being met and working with a consultant to define customer service core values. Hiring of a temporary employee is being considered for the summer season. A financial section was added to the Department's monthly report per the Committee's request. The Committee discussed staffing levels in the

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Community Development Department, monthly and/or quarterly reporting of financial data, and financial report detail, and said a consistent format for financial reports will be determined following discussion with administration.

ADMINISTRATION.

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- None

There being no further business, Chair Ericson adjourned the meeting at 9:31 a.m.

Cynthia Deats, Deputy Town Clerk