

Town of Estes Park, Larimer County, Colorado August 1, 2022

Minutes of a Joint Study Session meeting of the **ESTES PARK TOWN BOARD, LARIMER COUNTY COMMISSION, AND VISIT ESTES PARK (VEP) BOARD** of the Town of Estes Park, Larimer County, Colorado. Meeting held Virtually in said Town of Estes Park on the 1st day of August 2022.

Town Board: Mayor Koenig, Mayor Pro Tem Webermeier, Trustees Cenac, Hazelton, MacAlpine, Martchink and Younglund

County Commission: Chair Kefalas, Commissioners Shaddock-McNally and Stephens

Visit Estes Park Board: Chairperson Gibson, Vice Chairperson Jurgens, Members Chiappe, Murphy, Rice and Walker

Also Attending: Town Administrator Machalek, County Manager Volker, VEP CEO Franker and Deputy Town Clerk Beers

Absent: VEP Board Members Chaippe and Murphy

RECOMMENDATIONS ON THE OUTCOMES OF THE LODGING TAX EXPLORATION TASK FORCE. Introductions were conducted for both elected bodies, the Visit Estes Park (VEP) Board and staff. CEO Franker stated the Task Force was established in June of 2022 following the passage and signing of House Bill 22-1117 into law expanding the use of lodging tax revenue to address gaps in the need for workforce housing and childcare. She provided a summary of the recommendations and outcomes of the Lodging Tax Exploration Task Force. The Visit Estes Park Board of Directors recommended pursuing a 3.5% increase over the current lodging tax of 2% by submitting a ballot initiative to the voters during the November 2022 Coordinated Election. The increased revenues of approximately \$5.25 million would fund workforce housing and childcare and be administered by the Town of Estes Park through an intergovernmental agreement. A letter of support for the increased lodging tax was provided by the Estes Park Economic Development Corporation (EDC). In advance of the recommendation and election preparation, VEP staff began the campaign process by circulating unofficial petitions throughout the community, receiving approximately 543 signatures. She reviewed additional proactive educational steps, including a media campaign and video concept, website page, discussions with election consultants, ballot language development, and community outreach.

Discussion ensued and has been summarized: clarification was requested regarding the sense of urgency for a November 2022 election or Spring 2023 election; workforce housing and childcare issues have existed in the community for decades and to reduce the loss of workforce action must be taken; the issues have reached critical levels; questions were raised regarding how the funds would be used and for what; the importance of data and the campaign to adequately inform voters; what the role of the Estes Park Housing Authority would play related to representing housing needs in the community; the number of comments received by VEP and demographics; including critical infrastructure workforce in media campaigns who struggle with housing needs such as teachers, police officers, line workers etc.; importance of targeted messaging clearly outline the benefits of the tax for the average voter; and questioned who would run the campaign and how would it be funded. Concerns were heard related to the discontinuation of services in the valley such as pediatric and other medical services impacting families of all ages; the lack of a clear plan for how the funds would be spent which may impact the outcomes of the election; and the increase in the average age of citizens in Estes Park reflecting young families leaving the community.

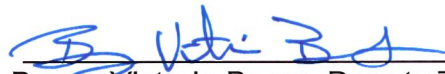
Town Administrator Machalek stated if the ballot measure passes, the Town would work together with the County to develop an intergovernmental agreement outlining roles and funding. Town staff are working with the Estes Park Housing Authority and the EDC to

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develop a plan directly connected to needs in the community. CEO Franker anticipated data results from a tourism impact study would provide VEP with additional information to support the ballot initiative. Consensus was heard by the Board of Trustees and Larimer County Commissioners regarding the need to move forward with developing ballot language and submitting the item to the electors during the November 2022 Coordinated Election.

There being no further business, Mayor Koenig adjourned the meeting at 4:07 p.m.


Bunny Victoria Beers, Deputy Town Clerk