AGENDA

1. PUBLIC COMMENT

2. COMMUNITY SERVICES
   a) RECOMMENDATIONS TO THE TOWN BOARD
      i. Road Closures for Events. Coord. Jacobson
      ii. Fit-Plus Pass Fee Adjustment. Mgr. Mitchell
      iii. Museum Program Fee Structure. Dir. Fortini

   b) REPORTS
      i. Museum Quarterly Report. Dir. Fortini
      ii. Visitor Center Quarterly Report. Mgr. Salerno
      iv. Senior Services – Name & Position Title Change Mgr. Mitchell
      v. Livable Communities and The Passions Project. Mgr. Mitchell
      vi. Verbal Updates and Committee Questions.

3. COMMUNITY DEVELOPMENT
   a) RECOMMENDATIONS TO THE TOWN BOARD
      * i. Estes Park Medical Center Fee Waiver. Dir. Chilcott

   b) REPORTS
      i. Courtyard Shops Code Compliance Update. Dir. Chilcott
      ii. Annual Community Development Report. Dir. Chilcott
      iii. Flood Update (Verbal). Dir. Chilcott
      iv. Verbal Updates and Committee Questions.

4. ADJOURN
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 21ST DAY OF NOVEMBER, 2013.

Committee: Chair Ericson, Trustees Elrod and Norris
Attending: Chair Ericson, Trustees Elrod and Norris
Also Attending: Finance Officer McFarland, Manager Salerno, Special Event Coordinator Jacobson, Code Compliance Officer/Planner Kleisler, CBO Birchfield, and Deputy Town Clerk Deats
Absent: Town Administrator Lancaster, Directors Chilcott and Winslow

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

PUBLIC COMMENT.
None.

COMMUNITY SERVICES DEPARTMENT.

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

- Visitor Center Quarterly Report – Manager Salerno reported that traffic during July and August of 2013 was up 19% over the same period in 2012. However, the decrease in traffic after the flood was so significant that totals for the third quarter ended up 5.59% lower than the same period in 2012. She noted that the number of telephone calls received in September increased over last year, and noted that calls were received from people all over the country wanting to check on the well-being of the Estes Park community and businesses after the flood. She noted that retail sales at the Visitor Center are also down and that sales projections for 2013 will not be met.

- November/December Fairgrounds & Events Report – Special Event Coordinator Jacobson said several new events have been scheduled during the holiday season, in addition to the traditional holiday events. Upcoming events include: the Lighting Ceremony on November 23rd, the Catch the Glow Parade on November 29th, Family Fun Holiday Weekend December 6th-8th, Dasher 5K and Tinsel Tavern Tour on December 14th, Last Minute Holiday Shop-A-Thon on December 20th-22nd, and a New Year’s Eve Celebration on December 31st. These new events have been planned in collaboration with the Town of Estes Park, the Estes Area Lodging Association, Visit Estes Park, the Wedding
Community Development / Community Services – November 21, 2013 – Page 2

Association, and local business leaders. She noted that local heroes who served or made a difference during the flood, as well as Colorado Department of Transportation (CDOT) road crews, will be recognized during the Lighting Ceremony this year. It was also reported that the November 21st opening of the ice rink has been delayed. Public Works staff is working to meet a new proposed opening date of November 29th.

- Verbal Updates –
  - Budget – Finance Officer McFarland said budget reports are scheduled to be available on Friday, November 22nd.

COMMUNITY DEVELOPMENT DEPARTMENT.

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

- Code Compliance Program Update – Code Compliance Officer Kleisler reported on the process that is being utilized to design policies, establish daily operations, and create a Code Compliance Program. A mission statement was created and an effective code compliance program was defined using input from community meetings. He said six code compliance issues that were identified by the community during outreach programs have been designated as high priority and will be addressed by staff on a proactive basis. They are:
  - Animals (to ensure safe animal-human interactions)
  - Dark Sky Lighting (to address light pollution)
  - Noxious Weeds (management of noxious weeds in the Estes Valley)
  - Vacation Home Rentals (ensure they are operating in a manner consistent with local codes)
  - Junk Accumulation
  - Wildfire Mitigation

Staff will continue with community outreach and education and will provide a Code Compliance Report to the Committee on a regular basis, either monthly or quarterly. The Committee requested that Code Compliance Officer Kleisler bring this information forward to the full Town Board at an upcoming Town Board meeting. In addition, the Committee asked that a discussion of the municipal court fine schedule, both in general and as it relates to code compliance enforcement, be added to a future Town Board Study Session agenda.

- Courtyard Shops Update – Staff has been working with the owner of the Courtyard to address life safety concerns at the property. Progress slowed this summer when the general contractor and the property owner had a parting of the ways. A meeting was held on November 14, 2013, to communicate the Town's position, at which time the owner was notified that work on the required sprinkler system must begin by January 1, 2014, and a portion of the sprinkler system must be operational by May 1, 2014, or the Town will initiate an eviction process for the 12 residential units located on the property. Town staff is working in
conjunction with Fire Marshal Robinson and the Estes Valley Fire Protection District on this matter.

- **Flood Recovery Update: Floodplain Management and Stream/River Corridor Protection** –
  
  o Floodplain regulations adopted at the November 12, 2013, Town Board meeting brought the Town into compliance with new state regulations. In addition, a temporary ordinance was passed that will allow construction to take place on properties adjacent to drainages. CBO Birchfield and Planner Kleisler inspected properties at the Stone Bridge Estates development on Fish Creek Road and determined that all but one unit will be able to continue or commence construction and be in compliance with the new regulations. One unit in the development is severely damaged and will likely be demolished; the owners of the unit are undecided whether or not to rebuild. CBO Birchfield stated that staff is working with property owners and engineers along Fall River and Fish Creek.
  
  o Community Development staff has applied for two separate grants for a master planning process in the Fall River area. One was to the Community Foundation of North Carolina for $50,000, and the second was to the Colorado Water Conservation Board for $50,000 - $70,000. The funds would be used to hire a consultant and coordinate a master planning process in the Fall River Corridor with a goal of having the master plan completed by April 2014, with critical safety steps taken prior to the spring runoff. The master plan would address how to minimize the impact of future flooding on homes and businesses, business disruption and resulting economic loss, and steps to restore Fall River’s ecological health.
  
  o The Town has expressed interest in becoming a sponsor in the Natural Resources Conservation Service (NCRS) Emergency Watershed Program. The Town would administer the program which provides state and/or federal money, typically at a 75%/25% split, to property owners rebuilding after a flood. If approved, staff will contact property owners who could potentially benefit from this type of program.
  
  o Town Administrator Lancaster, Director Chilcott, and CBO Birchfield will attend a flood recovery symposium in Loveland on November 22, 2013, hosted by the Colorado Division of Homeland Security and Emergency Management.
  
  o Code compliance complaints have been received related to work being done in the floodways without permits, or work that exceeds the scope of the permit. Staff is proactively addressing these issues. CBO Birchfield said approximately a dozen properties are still red-tagged, with the majority of the properties located in the Fall River corridor.

**MISCELLANEOUS.** Chair Ericson said that recent conversations with local business owners indicate that the flood negatively affected their September business, however,
October and November have met their expectations. He noted that the opening of Highway 34 later today should promote more daytrips to Estes from Front Range communities. He encouraged participation in the Tree Lighting festivities to be held in George Hix Riverside Plaza on Saturday, November 23, 2013.

There being no further business, Chair Ericson adjourned the meeting at 8:55 a.m.

Cynthia Deats, Deputy Town Clerk
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Lexy Jacobson, Event Coordinator

Date: January 23, 2014

RE: Road Closures for Events

Objective:
To present material and seek approval for 2014 and 2015 road closures pertaining to events in Estes Park.

Present Situation:
There are a number of events that historically receive permission from the Town of Estes Park to close sections of public roadways. Confirmed events are listed below; however please note that staff is still receiving event requests for the 2014 season. As we confirm these events, staff will present additional road closures if necessary.

Art Market
The Art Center of Estes Park will hold their annual Art Market in Bond Park on Memorial Day weekend, May 24-26, 2014. This is a juried show featuring over 90 booths. There will also be several food and entertainment booths to complement the show. The Art Center is requesting the closure of the 100 block of MacGregor Avenue and the south side parking on Park Lane from Friday, May 23rd through Monday, May 26th so vendors may set up and tear down.

Scandinavian Midsummer Festival
The Scandinavian Festival is June 28-29, 2014. This is a festival to celebrate Scandinavian history, traditions, food, dance and much more. The festival is requesting the closure of the 100 block of MacGregor Avenue and the south side parking of Park Lane from Friday, June 27th through Sunday, June 29th, 2014.

Coolest Car Show
The Coolest Car Show will be Thursday, July 4th, 2014 and has been hosted in and around Bond Park since 2005. The Car Show is an event that raises money for the Friends of the Museum.

The Car Show will be located in the street, using all of Park Lane and all of MacGregor Avenue (from Elkhorn Avenue up to Wonderview), using both sides of MacGregor Avenue for parking as far up as needed for show cars. There shall be appropriate signage advising of the road closures ahead. There shall be a person directing traffic
as cars come south on MacGregor Avenue to assist with turn around and parking. All roads are blocked by temporary barriers and are able to be moved in the case of emergency.

**Labor Day Arts and Crafts Show**
The Estes Valley Sunrise Rotary Club has conducted the Labor Day Arts and Crafts show for the past 6 years. This show is Saturday, August 30th through Monday, September 1st, 2014. The show has approximately 100 vendor booths selling a variety of arts and crafts. The club is requesting the closure of the 100 block of MacGregor Avenue and the south side parking on Park Lane from Friday, August 29th – Monday, September 1st, 2014.

**Longs Peak Scottish-Irish Highland Festival**
Organizers of the Longs Peak Scottish-Irish Highland Festival would like to request the closure of Manford Avenue from its intersection with Community Drive eastward toward the high school. The organizers would also like to request the closure of Community Drive from Highway 36 to Community Drive in front of the Schools. This closure would be in effect Thursday September 4th through Monday, September 8th, 2014. (School traffic will be allowed access as appropriate.)

**Fine Arts Guild**
The Estes Park Fine Arts Guild has conducted their art show in Bond Park for many years. This year, the show is scheduled for Saturday, September 13th through Sunday, September 14th, 2014. The show is requesting the closure of the 100 block of MacGregor Avenue and the south side parking on Park Lane from Friday, September 12th through Sunday, September 14th, 2014.

**Autumn Gold**
Autumn Gold is a fall event hosted by the Estes Valley Sunrise Rotary Club. This event benefits vocational scholarships and various local and international projects. The event will be celebrating its 22nd year. There will be brats, cold brew and talented musicians. This is a family event with activities such as face painting and soap bubbles to mention a few. The event is Saturday, September 20th and Sunday September 21st. The event is requesting the closure of the 100 block of MacGregor and the south sided parking on Park Lane. Closures would be from Friday, September 19-21, 2014.

**Elk Fest**
Elk Fest will be held October 4-5, 2014. The Elk Fest committee is requesting the closure of the 100 block of MacGregor Avenue and the south side parking of Park Lane from Friday, October 3rd through Sunday, October 5th, 2014. The vendor area is set up in the street at this location. This festival also features food concessions, music, educational seminars and tours to view the elk. Included on the elk viewing tour is a Department of Wildlife (DOW) volunteer explaining to the participants how to safely view wildlife.
The Fairgrounds at Stanley Park – Road Shoulder Closures
The Events Department is requesting closure of the north and south shoulders of Manford Avenue to the white line of the roadway for the following events: Estes Park Wool Market (June 7-8), Rooftop Rodeo (July 8-13), and the Longs Peak Scottish-Irish Festival (Sept. 4 – Sept. 7). This closure promotes public safety and restricts congestive parking along Manford Avenue.

Parades

Estes Park Western Heritage presents a parade each year to kick off the week of rodeo. In 2014 the parade will be Tuesday, July 8th at 10:30 a.m. The parade route is West Elkhorn starting at West Park Center, east to Highway 36, to Highway 7 and then left on 4th Street to the Fairgrounds.

The Scottish Highland Festival also has an annual parade and this year it will be on Saturday, September 6th at 9:30 a.m. The parade route is West Elkhorn starting at West Park Center, east to Highway 34, then stopping at the Visitor Center.

The Homecoming Parade for the Park R3 School District is in October with a date to be determined. The parade route is West Elkhorn starting at West Park center, east to Highway 36, to Highway 7 and then left on 4th Street to the Fairgrounds.

The Catch the Glow Parade will once again be the day after Thanksgiving, Friday, November 28th at 5:30 p.m. The parade route is West Elkhorn starting at West Park center, east to Highway 36, to Highway 7 and then left on 4th Street to the Fairgrounds.

Reference: 100 Block of Elkhorn is the area west of the Municipal Building with the pavers.

Proposal:
The Events Department is requesting the closure of the parade routes for each of these parades.

Advantages:
Please note that all businesses directly affected by road closures will be notified in advance.

Disadvantages:
N/A

Action Recommended:
To approve the road closures listed above for the 2014 event season.

Budget:
N/A
**Level of Public Interest**
Please note that all businesses directly affected by road closures will be notified in advance.

**Recommended Motion:**
I recommend the list of road closures to the Town Board, to be included on the Consent Agenda at the January 28, 2014 Town Board meeting.

**Attachments:**
N/A
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Lori Mitchell, Senior Services Manager

Date: January 23, 2014

RE: Fit-Plus Pass fee adjustment – Senior Center

Objective:
To present proposed adjustments to Fit-Plus Pass fees and obtain recommendation for approval.

Present Situation:
The Senior Center budget calls for revenue from participant fees for programs. Through our Fitness for Life /Fit-Plus Pass program, we offer a wide variety of classes taught by paid professional fitness instructors. Participant fees cover all instructor and supply expenses. Within the Fit-Plus Pass system, participants may pay for classes either with a pre-paid punch Pass or pay the cash drop-in rate. It is believed that at this time, after nearly seven years at the same rate, the Fit-Plus Pass requires minor adjustments in order to continue to meet revenue goals and cover expenses.

Classes offered in the Fit-Plus Pass program have included Tri-Fit, Tai Chi and ZUMBA. Tai Chi was removed as the instructor was unable to teach in 2014, however, Chair Yoga was added in its place. New classes can be added to the program as needed.

Since inception of the fitness program in 2004, the Senior Center’s core philosophy has been to make classes available and affordable for seniors to promote health and fitness while providing a source of revenue for operations. Fit-Plus Pass fees have been kept low intentionally thus allowing seniors to participate in a variety of classes. The philosophy is to meet revenue goals through high-volume sales of the Fit-Plus Pass. For example, with 2013 yet to close, revenue from Fit-Plus Pass classes is approximately $7900 with fitness expenses estimated to be approximately $5,000.

Similar Front Range fitness programs have a wide range of fees. When our Fitness Fees were first implemented in 2004 and subsequently revised in 2005 and 2007, staff conducted research to assure prices were fair and within market. Staff again researched Front Range fitness fees and found our fees are within range of other programs. Other facilities also tie access to discounts on fitness fees to things like recreation passes, memberships, resident and non-resident status or other factors. For our program, members of Estes Park Senior Citizens Center, Inc. receive discounts on all fee-based programs offered.
Similar fitness program fees:

<table>
<thead>
<tr>
<th></th>
<th>Boulder Senior Center</th>
<th>Longmont Senior Center</th>
<th>Fort Collins Senior Center</th>
<th>Wheatridge Active Adult Center</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4.00 - $8.00 per class / Silver Sneakers eligible</td>
<td>$8 - $10 per class / Silver Sneakers use the Longmont Recreation Center</td>
<td>$5.00 and up per class plus facility admission pass / Silver Sneakers eligible</td>
<td>$2.80 to $6.00 per class / Silver Sneakers eligible</td>
</tr>
</tbody>
</table>

Proposal:

(See attachment)

- Retain the core philosophy to keep fitness fees low while meeting expenses.
- Maintain a small net revenue stream from Fitness for Life classes.
- Eliminate the 5-punch and 18-punch Passes;
- Create 10-punch and 20-punch Passes for greater convenience;
- Create shared revenue stream between the Senior Center and MedX of Estes from Silver Sneakers participants;
- Retain cost per punch for EPSCC, INC. members at $1.50;
- Adjust cost per punch for non-members from $2.00 to $2.50;
- Retain Tri Fit drop-in fee and adjust drop-in fees for all other classes for members; see attachment;
- Adjust drop-in rates for all classes for non-members; see attachment.

Advantages:

- If a similar number of Fit-Plus Passes are sold in 2014 as in 2013, fee adjustments will maintain or improve net revenue for the Senior Center and cover all newly adjusted instructor expenses.
- Keeping fees low aligns with our philosophy; the secret to meeting revenue goals has been selling large numbers of Passes.
- Creates the 10- and 20-punch Fit-Plus Pass options that are more convenient than the 5- and 18-punch Passes.
- Stimulates interest in Estes Park Senior Citizens Center, Inc. membership by maintaining a significant difference between member/non-member rates.
- Attracts new customers by adding the convenience of the Silver Sneakers program; allows for shared Silver Sneakers revenue between Senior Center and local fitness business.
- Provides the ability to bring fitness instructor fees within market range ($20 to $30 per hour); previously, one Estes Park fitness business was donating a large portion of their fees. Senior Center staff initiated the effort to compensate this local company at market rates for its services. This will increase expenses by approximately $610 per year.
• Research validates the proposed fees as appropriate and within range of other Front Range programs.

**Disadvantages:**
• There’s always risk of confusion for customers when prices change; however adequate public materials and news releases will be prepared along with training for reception desk volunteers who handle the exchange for Fit-Plus Passes.

**Action Recommended:**
Because this action involves new and revised fees, staff needs Town Board approval in order to publicize and implement the fees. Staff recommends implementing the revised fees effective March 1, 2014.

**Budget:**
Community Services Fund – Senior Center  
Revenue and expenses for Fitness for Life classes  
2014 projected revenue  222-5304-342-30-02: $12,350  
2014 projected expense  222-5304-453-26-16: $ 7,610

**Level of Public Interest**
Senior Center fitness classes have great credibility and are followed enthusiastically by participants. In 2013, 3,349 visits were made to approximately 300 individual classes offered under the Fit-Plus Pass. Initial forecasting of potential fee changes has been received positively by reception desk volunteers and a test number of participants.

**Recommended Motion:**
I recommend the adjusted Fit-Plus Pass fees be included as an Action Item at the February 11, 2014 Town Board meeting.

**Attachments:**
Fit-Plus Pass fees - current and revised
## Current Fit-Plus Pass fees

<table>
<thead>
<tr>
<th>FIT-PLUS PASSES</th>
<th>EPSCC INC MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-PUNCH PASS</td>
<td>$ 7.50</td>
<td>$10.00</td>
</tr>
<tr>
<td>18-PUNCH PASS</td>
<td>$27.00</td>
<td>$36.00</td>
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</table>

<table>
<thead>
<tr>
<th>Fit-Plus Pass</th>
<th>EPSCC MEMBER WITH FIT-PLUS PASS</th>
<th>EPSCC MEMBER WITHOUT FIT-PLUS PASS</th>
<th>NON-MEMBER WITH FIT-PLUS PASS</th>
<th>NON-MEMBER WITHOUT FIT-PLUS PASS</th>
<th>SILVER SNEAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri Fit</td>
<td>1-punch</td>
<td>$2.00</td>
<td>1-punch</td>
<td>$2.00</td>
<td>FREE</td>
</tr>
<tr>
<td>ZUMBA</td>
<td>2-punches</td>
<td>$3.00</td>
<td>2-punches</td>
<td>$5.00</td>
<td>Normal rates apply</td>
</tr>
<tr>
<td>Chair Yoga</td>
<td>2-punches</td>
<td>$5.00</td>
<td>2-punches</td>
<td>$5.00</td>
<td>Normal rates apply</td>
</tr>
</tbody>
</table>

## Proposed Fit-Plus Pass fees – to be effective March 1, 2014

<table>
<thead>
<tr>
<th>FIT-PLUS PASSES</th>
<th>EPSCC INC MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-PUNCH PASS</td>
<td>$15.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>20-PUNCH PASS</td>
<td>$30.00</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fit-Plus Pass</th>
<th>EPSCC MEMBER WITH FIT-PLUS PASS</th>
<th>EPSCC MEMBER WITHOUT FIT-PLUS PASS</th>
<th>NON-MEMBER WITH FIT-PLUS PASS</th>
<th>NON-MEMBER WITHOUT FIT-PLUS PASS</th>
<th>SILVER SNEAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri Fit</td>
<td>1-punch</td>
<td>$2.00</td>
<td>1-punch</td>
<td>$3.00</td>
<td>FREE</td>
</tr>
<tr>
<td>ZUMBA</td>
<td>2-punches</td>
<td>$4.00</td>
<td>2-punches</td>
<td>$6.00</td>
<td>Normal rates apply</td>
</tr>
<tr>
<td>Chair Yoga</td>
<td>2-punches</td>
<td>$4.00</td>
<td>2-punches</td>
<td>$6.00</td>
<td>Normal rates apply</td>
</tr>
<tr>
<td>Misc. new classes can be added</td>
<td>Varying # of punches</td>
<td>$2.00 - $5.00</td>
<td>Varying # of punches</td>
<td>$3.00 - $8.00</td>
<td>Normal rates apply</td>
</tr>
</tbody>
</table>
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Derek Fortini, Museum Director and Curator of Exhibits

Date: January 23, 2014

RE: Museum Program Fee Structure

Objective:
To present the proposed Museum Program Fee Structure and obtain recommendation for approval.

Present Situation:
The Museum budget calls for income or revenue from various sources which will help offset program or instructor expenses, facility upkeep and maintenance, and other operational needs. Currently, no fee structure is in place for the Museum. When fees are involved with programs, prices are set somewhat subjectively, taking into account the target audience.

Proposal:
Following the Senior Center model, a fee structure will establish sums to be charged for specific types of programs. Various local programs and regional museums of similar sizes were researched to derive suggested prices. Staff devised a pilot fee structure which was then applied to programs the Museum had offered in the past as well as planned programs in the near future and subsequently adjusted. As a result, staff is confident in the prices defined in the fee structure. The fees will be assessed periodically in order to make sure that they meet revenue goals and remain affordable.

Advantages:
Benefits:
- Easier for staff to budget program income and expenses
- Easier to set requirements for attendance, leading to only well attended programs being executed
- Provides consistency in establishing fees
- Including discounted membership rates within the fee structure will make the Museum membership program more appealing
**Disadvantages:**
- It’s possible some may perceive the new Fee Structure negatively since a majority of Museum programs have been free in the past. However, with adequate publicity and public education around the value of programs, the need for revenue and the improved planning process, the impact should be minimal.
- As the Museum expands its programming, it will include more fee-based programs; however, it is noted in the policy that the Museum will always offer free programs to the community as well. Additionally, the Estes Park Museum Friends & Foundation, Inc. has established a “scholarship” program to help make any program with a fee available to those interested.

**Action Recommended:**
Because this action involves new fees, staff needs Town Board approval in order to publicize and implement the fees. Staff recommends implementing the Museum Program Fee Structure effective March 1, 2014.

**Budget:**
Community Services – Museum
2014 Participants fee projected revenue of $2,400 (222-5700-342.30-01) and projected expense of $1,400 (222-5700-457.26-16).

**Level of Public Interest**
Staff perceives the level of public interest in this action is relatively low. A mix of fee based and free programming has already been established by the Museum. The general public will experience consistent pricing for fee based programs. The Estes Park Museum Friends & Foundation, Inc. will have a high interest since member discounts are included in the fee schedule. Previously, membership discounts were determined subjectively at select programs.

**Recommended Motion:**
I recommend the proposed Museum Fee Structure be included as an action item at the February 11, 2014 Town Board Meeting.

**Attachments:**
Museum Program Fee Structure
# MUSEUM PROGRAM FEE STRUCTURE

<table>
<thead>
<tr>
<th>Description</th>
<th>Museum member* (child rate)</th>
<th>Non-member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program – staff led</td>
<td>(Or Non-profit group) $30</td>
<td>$45</td>
</tr>
<tr>
<td>Museum Gallery Tour</td>
<td>(Or non-profit) $4/person</td>
<td>$5/person</td>
</tr>
<tr>
<td>Group Hydroplant Tour</td>
<td>(Or non-profit) $4/person</td>
<td>$5/person</td>
</tr>
<tr>
<td>Misc. or series</td>
<td>$6 per session + supply</td>
<td>$12 per session + supply</td>
</tr>
<tr>
<td></td>
<td>costs and/or instructor fees</td>
<td>costs and/or instructor fees</td>
</tr>
<tr>
<td>Misc. Guest Lectures (single event)</td>
<td>$2 + Lecturer fee (shared</td>
<td>$4 + Lecturer fee (shared</td>
</tr>
<tr>
<td></td>
<td>portion)</td>
<td>portion)</td>
</tr>
<tr>
<td>History Hike</td>
<td>$8 + transportation fees</td>
<td>$8 + transportation fees</td>
</tr>
<tr>
<td></td>
<td>(if applicable)</td>
<td>(if applicable)</td>
</tr>
<tr>
<td>Walking Tour</td>
<td>$8</td>
<td>$8</td>
</tr>
<tr>
<td>Biking Tour</td>
<td>$8</td>
<td>$8</td>
</tr>
<tr>
<td>Day trip</td>
<td>$5 + venue/ admission fees</td>
<td>$11 + venue/ admission</td>
</tr>
<tr>
<td></td>
<td>+ shared portion of driver</td>
<td>fees + shared portion of</td>
</tr>
<tr>
<td></td>
<td>expenses and transportation fees</td>
<td>driver expenses and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>transportation fees</td>
</tr>
<tr>
<td>Instructor led workshop (Adults)</td>
<td>$3 + instructor fee (shared</td>
<td>$5 + instructor fee (shared</td>
</tr>
<tr>
<td></td>
<td>portion) + supply costs</td>
<td>portion) + supply costs</td>
</tr>
<tr>
<td>Instructor led workshop (Children and/or Families)</td>
<td>$1 + instructor fee (shared portion) + supply costs</td>
<td>$3 + instructor fee (shared portion) + supply costs</td>
</tr>
</tbody>
</table>

*EPMFF will cover program fees through a scholarship program established between the EPMFF and the Museum.

*The Museum will not charge any one family for more than five members when attending a program.
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Derek Fortini, Museum Director and Curator of Exhibits

Date: January 23, 2014

RE: Museum quarterly report - fourth quarter 2013

Background:

Management
In October, the Estes Park Museum Friends & Foundation, Inc. hosted a membership appreciation party at the Crags Lodge. Director Fortini thanked members for their support and informed those who attended about the current status of the Museum and future plans.

Working with the Estes Valley Fire Department, the entire Museum staff went through a fire safety training class that included an exercise using a fire extinguisher.

Collections
During the fourth quarter of 2013, Phase I of the Museum collections deaccessioning project was completed. Collections Deaccession Assistant Megan Huelman reviewed the entire Museum collection and compiled a list of those objects that do not fulfill the Museum mission. A more extensive report will be included in the Museum’s 2013 Annual Report to be delivered to the CDCS committee in February.

The Museum received and cataloged a gift of over 500 objects from the personal files of Mel Busch, who started as a part-time curator at the Museum in 1979 and retired as Museum Director in 1992. This collection provides staff with important information about the history of our institution.

Staff has continued cleaning and organizing off-site storage and, beginning this month, implemented a pest monitoring contract with a commercial company called Enviropest.

Exhibits
The temporary exhibit Sandzén in Estes Park has been very well attended and continues to receive numerous compliments by visitors. The exhibit created an opportunity for a variety of programming to take place at the Museum. Additionally, the Museum is enjoying a growing relationship with the Birger Sandzén Memorial Gallery...
(Lindsborg, Kansas). The Gallery has been gathering insight from Museum staff from the research being conducted on Sandzén and his activity in Estes Park.

The Museum hosted two focus groups with some of the participants of the 2012/2013 climbing oral history project (a collaboration with the Estes Valley Library District). Focus groups were created to gain insight from the climbing community as to what aspects are most important to convey to visitors in the Museum’s upcoming mountaineering exhibit. The exhibit is scheduled to open in September of 2014 (aligning with the Centennial Celebration of Rocky Mountain National Park). It was a very fruitful step in pursuing a “community curated” exhibit.

**Education**

Curator of Education Mittelman hosted a number of Downtown History Walking Tours throughout the fall. Participants showed great interest in the tours. The Museum plans on offering the tours on a regular basis during the summer of 2014.

Each staff member was able to facilitate a “Meet Me @ the Museum” program, offered on the first Monday of each month. These programs give staff the opportunity to communicate to the public what staff does as a Museum professional and explores new historical topics not previously covered in programs.

There were two other programs of note in the last quarter of 2013. “Art Eats” is a great example of taking a creative approach to teaching art history. This program begins with a tour of Sandzén in Estes Park and then progresses into a cake decorating workshop. The approach to applying frosting to cake mimics the “impasto” painting technique Sandzén is so well known for. This fun workshop was well received by participants.

The Museum collaborated with the Estes Park Museum Friends & Foundation, Inc., on a program called, “Heritage Book Workshop.” This collaboration provided hands-on advice on how individuals can create their own family scrapbooks. A wide range of examples (some good and others “not-so-good”) of local historic family albums from the Museum’s collection were shared. Staff then helped participants create their own albums with the materials provided. Participants gained the knowledge they needed in order to continue to pursue heritage books to whatever extent they want. This is a great example of sharing local history as well as a providing a unique service.

**Upcoming Programs**

*Art Eats*, Sundays January 26, 3-4:30 p.m., February 2, 10:30 a.m.-noon. Families, couples and friends are invited to visit paintings on display in a short gallery tour and learn about the "impasto" style of painting for which artist Birger Sandzén became widely acclaimed. Impasto is a technique where paint, like cake frosting, is applied thickly to a surface in order to create texture. Participants will apply different color frosting to a personal marble cake creating an edible impasto masterpiece of their own. The cake decorating activity will be led by Pastry Chef Carol Smith of Heavenly Pastries & Confections based in Estes Park. Cost is $18 for a 6" cake or $25 for an 8" cake to take home at the end of the activity. Gluten-free chocolate cake is available for the
same price. Space is limited to 24 participants and registration is required. Contact Alicia Mittelman at 970-577-3762 to sign-up. Registration is currently open for both days.

**Budget:**  N/A

**Recommendation:**  N/A
From November through April, the Estes Park Museum is open Friday, Saturday and Sunday. From May through October, the Museum is open seven days a week. The Historic Fall River Hydroplant is open from the day after Memorial Day through the day before Labor Day, Tuesday through Sunday.
From November through April, the Estes Park Museum is open Friday, Saturday and Sunday. From May through October, the Museum is open seven days a week. The Historic Fall River Hydroplant is open from the day after Memorial Day through the day before Labor Day, Tuesday through Sunday.
Estes Park Museum

December, 2013

**December 2013 Attendance**

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallery/Office Visitors</td>
<td>501</td>
</tr>
<tr>
<td>Hydroplant Visitors</td>
<td>0</td>
</tr>
<tr>
<td>Programs and Tours—Museum</td>
<td>51</td>
</tr>
<tr>
<td>Programs and Tours—Hydroplant</td>
<td>0</td>
</tr>
<tr>
<td>Group Meetings and Rentals</td>
<td>65</td>
</tr>
<tr>
<td><strong>Total Attendance &amp; Programs—Museum &amp; Hydroplant</strong></td>
<td><strong>617</strong></td>
</tr>
</tbody>
</table>

| Programs and Tours Capacity           | 64       |
| Programs and Tours Percentage Utilization | 80       |

**Museum & Hydroplant Programs/Tours-Detail:**

- 12-2 Meet Me @ The Museum “Untold Stories” — 24
- 12-7 The Making of “Sandzén: Ecstasy of Color” Documentary — 27

**Group Meetings and Rentals-Detail:**

- 12-4 Recreation District Meeting — 30
- 12-6 Oral History Interview — 3
- 12-10 Exhibit Planning Group I — 6
- 12-10 Exhibit Planning Group II — 8
- 12-17 EPPD — 10
- 12-18 EPPD — 8

**Total Attendance Year-to-Date:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>19,130</td>
</tr>
<tr>
<td>2010</td>
<td>18,834</td>
</tr>
<tr>
<td>2011</td>
<td>22,054</td>
</tr>
<tr>
<td>2012</td>
<td>22,029</td>
</tr>
<tr>
<td>2013</td>
<td>20,774</td>
</tr>
</tbody>
</table>

From November through April, the Estes Park Museum is open Friday, Saturday and Sunday. From May through October, the Museum is open seven days a week. The Historic Fall River Hydroplant is open from the day after Memorial Day through the day before Labor Day, Tuesday through Sunday.
From November through April, the Estes Park Museum is open Friday, Saturday and Sunday. From May through October, the Museum is open seven days a week. The Historic Fall River Hydroplant is open from the day after Memorial Day through the day before Labor Day, Tuesday through Sunday.
To: Community Development/Community Services Committee
    Town Administrator Lancaster

From: Teri Salerno, Visitor Services Manager

Date: January 23, 2014

RE: Visitor Center Quarterly Report – Fourth Quarter 2013

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**Fourth quarter 2013 Visitor Center traffic:**
The Visitor Center experienced a 29.45% decrease in foot traffic in October, November and December of 2013 as compared to the fourth quarter of 2012. This equates to 13,919 fewer visits for the quarter. In the fourth quarter of 2012, 47,275 guests came through the doors, for an average of 531 per day. In 2013, that number was 33,356 for an average of 375 people per day. Looking at each month individually, October was down 57.31% (-15,672 people); November was down 4% (-535 people) and December was up 34.32% (+ 2,288 people) as compared to the same three months in 2012.

Staff attributes the significant decrease in October visitation to the September flood. Even with November guest totals being close to the previous year and December showing an increase, it was not enough to make up for the lack of visitation in October, which is normally a strong month.

Rocky Mountain National Park’s public use reports for December and year-end 2013 are not available yet, however Park visitation was down 70% (-153,671 people) in October and down 7.8% (-7,335 people) in November. This comes as no surprise given the September flood and government shut-down.

**Visitor Center traffic**

<table>
<thead>
<tr>
<th></th>
<th>1st Qtr</th>
<th>2nd Qtr</th>
<th>3rd Qtr</th>
<th>4th Qtr</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>27,030</td>
<td>102,142</td>
<td>174,146</td>
<td>33,356</td>
<td>336,674</td>
</tr>
<tr>
<td>2012</td>
<td>31,464</td>
<td>101,192</td>
<td>184,459</td>
<td>47,275</td>
<td>364,390</td>
</tr>
<tr>
<td>2011</td>
<td>32,960</td>
<td>100,558</td>
<td>212,458</td>
<td>55,716</td>
<td>401,692</td>
</tr>
<tr>
<td>2010</td>
<td>19,877</td>
<td>76,080</td>
<td>179,627</td>
<td>49,394</td>
<td>324,978</td>
</tr>
<tr>
<td>2009</td>
<td>21,492</td>
<td>78,442</td>
<td>164,098</td>
<td>37,807</td>
<td>301,839</td>
</tr>
<tr>
<td>2008</td>
<td>16,797</td>
<td>64,642</td>
<td>144,648</td>
<td>37,433</td>
<td>263,520</td>
</tr>
</tbody>
</table>
Fourth Quarter telephone calls:
Visitor Services staff answered approximately 30% more telephone calls during the fourth quarter of 2013 as compared to the same time period in 2012. The Visitor Center received 3,045 calls in October, November and December for an average of 34 calls per day. In 2012, staff fielded 2,341 calls, for an average of 26 calls per day. This represents an increase of 704 calls as compared to the same time period in 2012.

This is the first increase in fourth quarter calls since the comparison between 2008 and 2009. A majority of fourth quarter calls came from guests with concerns and questions about the flood. Visitor Services staff received many calls from both our Colorado neighbors and others from across the country who wanted to express their love for Estes Park and sincere concern for the people in our community. The outpouring of support had an overwhelming and deep impact on staff.

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Qtr</th>
<th>2nd Qtr</th>
<th>3rd Qtr</th>
<th>4th Qtr</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2,055</td>
<td>4,087</td>
<td>6,313</td>
<td>3,045</td>
<td>15,500</td>
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<td>2012</td>
<td>2,357</td>
<td>5,112</td>
<td>6,368</td>
<td>2,341</td>
<td>16,178</td>
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<tr>
<td>2011</td>
<td>3,119</td>
<td>5,946</td>
<td>8,779</td>
<td>2,855</td>
<td>20,699</td>
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<tr>
<td>2010</td>
<td>3,934</td>
<td>7,162</td>
<td>9,772</td>
<td>3,224</td>
<td>24,092</td>
</tr>
<tr>
<td>2009</td>
<td>3,931</td>
<td>7,608</td>
<td>11,035</td>
<td>3,796</td>
<td>26,370</td>
</tr>
<tr>
<td>2008</td>
<td>3,538</td>
<td>6,615</td>
<td>10,122</td>
<td>3,281</td>
<td>23,556</td>
</tr>
<tr>
<td>2007</td>
<td>3,899</td>
<td>6,575</td>
<td>10,521</td>
<td>3,360</td>
<td>24,355</td>
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<tr>
<td>2006</td>
<td>3,891</td>
<td>6,127</td>
<td>9,298</td>
<td>3,002</td>
<td>22,318</td>
</tr>
</tbody>
</table>

Retail sales:
Retail sales through the end of December 2013 totaled $29,296 with fourth quarter sales totaling $3,833. In comparison, 2012 fourth quarter sales totaled $6,451. With the significant decrease in foot traffic through the Visitor Center in October it is not surprising sales were down by $2,223 in October alone as compared to 2012.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total retail sales revenue by year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$17,675</td>
</tr>
<tr>
<td>2006</td>
<td>$39,299</td>
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<tr>
<td>2007</td>
<td>$43,554</td>
</tr>
<tr>
<td>2008</td>
<td>$36,485</td>
</tr>
<tr>
<td>2009</td>
<td>$42,582</td>
</tr>
<tr>
<td>2010</td>
<td>$40,175</td>
</tr>
<tr>
<td>2011</td>
<td>$39,192</td>
</tr>
<tr>
<td>2012</td>
<td>$34,499</td>
</tr>
<tr>
<td>2013</td>
<td>$29,296</td>
</tr>
</tbody>
</table>
Volunteer Ambassadors:
Currently there are 63 volunteer Ambassadors. This is the same as reported during the third quarter of 2013.

At this time, there are six people interested in training to become Ambassadors in 2014. It would not be unusual for that number to increase as the 2014 spring training dates draw closer.

Budget:  N/A

Recommendation:  None
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Lexy Jacobson, Event Coordinator

Date: January 23, 2014

RE: January Event Report

Report:

Recap of December 2013 Events:

- Family Fun Holiday Weekend, December 6-8
- Dasher 5K, December 14th
- Tinsel Tavern Tour, December 14th
- Last-Minute Luminary Shop-a-thon, December 20-22

In December we were pleased to introduce four new events to the Estes Park community. Various organizations including the Town, the Estes Area Lodging Association (EALA), Visit Estes Park, Wedding Association and Estes Valley Partners for Commerce (EVPC) joined forces to produce these events as an effort to encourage visitation to Estes Park. Speaking for all those involved, we believe our efforts proved to be successful and gained enough interest to produce the same events in 2014.

January is traditionally the time of year when we celebrate the annual Winter Festival. Due to production of the new Estes Park Events Complex, the festival has taken a year off, but will return in January 2015. In order to maintain the January visitation, the Town, EALA and Visit Estes Park have partnered together to bring the Winter Warm Up Weekend to Estes Park. Included are family activities, lodging and restaurant specials, the Whiskey Warm Up event, and a FREE day in the Park (please see details below).
Lodging and Restaurant Specials- January 17-19, 2014

- **Smokin' Dave's BBQ & Taphouse:**
  Friday, January 17th: Enjoy a paring of Stranahans Tin Cup Whiskey with Smoked Ribs. While supplies last.
  Saturday, January 18th: Sample a flight of flavored whiskeys, paired with chocolate & pecan bread pudding with a whisky cream sauce.
  Sunday, January 19th: Taste a flight of Makers, Knobb Creek and Billet Whiskeys paired with delicious smoked bison ribs.

- **The Grubsteak Restaurant:**
  Visit The Grubsteak January 17-20th to enjoy a special whiskey paring menu and special whiskey cocktails. Try the Jack Daniel's with homemade Jack Daniel's BBQ sauced items including the Elk Sirloin or sip on a Red Apple Whiskey Martini, The Godfather, a Nutty Irishman or a Manhattan.

- **The Other Side Restaurant:**
  Take advantage of the 2 for 1 Sunday Brunch from 9 a.m. - 2 p.m. on Sunday, January 19th. (Special 2 for 1 price is valid with proof of purchase. Special brunch coupon will be given to Whiskey Warm Up participants.) Throughout the weekend, sip on the special cocktail, the “Bun Warmer,” a fireball cinnamon whiskey with apple juice.

- **Deer Crest Resort**
  Rooms, suites with kitchenettes/fireplaces at special winter pricing starting at $59 plus tax per night. Located on Fall River, adults only, two minutes from downtown and Whiskey Warm Up festival. Complimentary snowshoe and pole use for guests. Call 970-586-2324 for reservations

**Family Activities- January 18-19, 2014**
Children and adults alike can enjoy a face painter, pony rides, a petting zoo, s'mores bar, sandy candy, photo cut-outs and more. (FREE admission)

**Whiskey Warm Up - January 18, 2014**
The Whiskey Warm Up is a true celebration of the tradition of warming up from the inside out. Dress warm to sip on selections of Colorado whiskeys from a variety of local distilleries next to the heat of one of the fire pits in the beautiful outdoor Riverside Plaza. Browse local cigar shops selling special handmade stogies and sway to the cozy sounds of the 1940s inspired band, The Hot Club of Pearl Street. Smokin' Dave's BBQ will be on-site offering $3 BBQ sampler plates.

Learn more about the styles, tastes and smells of whiskey from the Stanley Hotel Whiskey University Educators, who will be presenting live snapshot seminars throughout the event. Participating distilleries include: Spring 44 Distillery, Breckenridge Distillery, Black Canyon Distillery, Feisty Distiller, Overland Distillery and Distillery 291.
FREE Day in Rocky Mountain National Park- January 20, 2014

Rocky Mountain National Park celebrates Martin Luther King Jr. Day by offering a FREE entrance day into the park. Where snowshoeing, sledding, backcountry skiing and sightseeing are just minutes away from the heart of Estes Park. Don't fret about hauling extra gear with you, stop by a local outfitter to rent a variety of supplies including sleds, skis & snowboards and snowshoes. Trying something new? Local guides offer their expertise on all winter sports and many can be booked through an area outfitter.

Staff has started planning for the February Dog Weight Pull. This event is Presidents Day weekend, February 15-16, 2014. Dogs from all over the US will come to compete in this event. In order to qualify for the International Show, a dog must pull on snow a certain number of times in a year. Estes Park is one of the few pulls where dogs are on snow. All dogs are welcome and training and assistance is available if you want to be a part. The Weight Pull is located in the south parking lot of the Visitor Center.

**Budget:** N/A

**Recommendation:** N/A
Memo

To: Community Development / Community Services Committee
   Town Administrator Lancaster

From: Lori Mitchell, Senior Center Manager

Date: January 23, 2014

RE: Senior Services – Division name change and position title change

Background:

As of January 1, 2014, the Community Services Department’s Senior Center Division was renamed to the Senior Services Division. This change better identifies and communicates the wide variety of services offered by the Town through this Division. The effort can be compared to the Community Services Department’s Visitor Services Division, which operates the Visitor Center.

This name change aligns more closely with industry standards and with similar operations in other municipalities and recreation departments. The change also reflects the beginning of a healthy and professional transition to future collaborative planning and funding efforts as related to the potential Community Wellness Recreation Center.

Along with the Division name change, the Senior Center Manager title was changed to Senior Services Manager.

Budget: N/A

Recommendation: N/A
Memo

To: Community Development / Community Services Committee
From: Lori Mitchell, Senior Services Manager
Date: January 23, 2014
RE: Livable Communities and the Passions Project

Background:

The Foundation on Aging for Larimer County (FOA) is a Fort Collins based non-profit. Lisa Poppaw, Executive Director, says the FOA provides emergency grants for seniors who have a short-term situation that could turn catastrophic if not addressed; identifies issues facing seniors in our county; educates the community about senior issues; and, in partnership with other agencies, facilitates solutions that will improve the lives of seniors in Larimer County.

Currently, Town staff is working with the Foundation on two projects. Administrator Lancaster raised awareness of these projects prior to the flood; staff is now able to collaborate with the FOA for local promotion and involvement of Estes Park residents.

The Foundation’s premier fundraising event, The Passions Project: Larimer County, is a black and white photography exhibit created by Heidi Wagner Photography. The exhibit features unique and moving images of older adults in Larimer County living with passion and purpose. An exhibit reception will be held on Saturday, February 8, 2014 at the Lincoln Center in Fort Collins. Staff identified two Estes Park residents, Frank Gunter and Paula Steige, who will be featured along with other Larimer County residents in the exhibit. Tickets are on sale now on the FOA website, www.foalarimer.org. For Estes Park residents unable to attend, Manager Mitchell and Director Fortini plan to work with the FOA on a brief traveling exhibit in Estes Park at some point in the future.

The second project, Livable Communities, is a National Association of Area Agencies on Aging (n4a) grant funded effort led by the Foundation. The project committee, Partnerships for Age Friendly Communities, involves over a dozen Larimer County agencies dedicated to serving seniors. Only six communities across the United States received these grants; Sante Fe, NM; York, PA; Larimer County, CO; Miami Gardens, FL; Monroe County, NY; and Sedgwick County, KS.

The project goal is to advance community models that generate initiatives to help make communities around the United States great places to grow up and grow old. Senior Services Manager Mitchell will represent Estes Park in upcoming stakeholder groups in Fort Collins.

Budget: N/A
Recommendation: N/A
The Passions Project: Larimer County

COCKTAIL RECEPTION  PHOTOGRAPHY EXHIBIT  SILENT AUCTION

A benefit for the Foundation on Aging for Larimer County, Inc.

Join the Foundation on Aging for Larimer County for an evening featuring the photography of Heidi Wagner. Heidi has captured inspirational and stunning images of Larimer County seniors engaging in their passions and living life to the fullest. This evening will support the Foundation on Aging’s mission of improving the lives of seniors in Larimer County.

Saturday, February 8, 2014
7:00 - 9:00 p.m.
VIP Reception 6:00 p.m.

Fort Collins Lincoln Center
417 W. Magnolia, Fort Collins, CO

General Admission $65
VIP Reception $110
(Includes Champagne reception with the artist at 6:00 p.m. and general admission)

Visit www.foalarimer.org to purchase your tickets today!

Foundation on Aging for Larimer County, Inc.
Memo

To: Community Development/Community Services Committee
    Town Administrator Lancaster

From: Alison Chilcott, Community Development Director

Date: January 23, 2014

RE: Courtyard Shops Code Compliance Update

Objective:
Update the Community Development/Community Services Committee on life safety concerns at the Courtyard Shops building.

Present Situation:
The Courtyard Shops is a mixed-use, 24-unit development located on Virginia Drive in the Commercial Downtown zone district. The building was constructed in 1978 and includes various retail stores, a restaurant, a salon and residential dwelling units.

Staff have worked with three building owners in the past two years on issues ranging from zoning code violations to life safety building/fire code violations. Due to a change of use to residential occupancies, sprinkler and alarm systems must be installed throughout the building.

Community Development staff has provided regular progress reports to the Committee. Progress stopped in mid-summer and we have provided deadlines to the property owner.

Town staff and the Fire Marshall met with the building owner on November 14, 2013, to state the Town’s official position in this matter:
1. Work must be started on the sprinkler system by January 1, 2013. The Town will initiate an eviction process for all residential dwelling units if work is not started by this date.
2. A portion of the sprinkler system must be in operation by May 1, 2013. The Town will initiate an eviction process for all residential dwelling units if a portion of the system is not operating by this date.
3. The Town will not halt the eviction process once started.

The building owner understood the significance of these life safety requirements and indicated his desire to meet the above deadlines. On January 6, 2014 Town staff and the Fire Marshal verified that work has begun on the sprinkler system. The contractors have started installing the system at the Overlook Restaurant and plan to work their way down through the remainder of the building.

Staff will keep the Committee updated on this matter.

Proposal:
Report only. No action needed at this time.

Advantages:
A safe building, with reduced potential for loss of life, injury and property damage.

Disadvantages:
Residents face eviction if the property owner does not meet deadlines.

Action Recommended:
Report only. No action needed at this time.

Budget:
N/A

Level of Public Interest:
Low

Sample Motion:
N/A
Memo

To: Community Development/Community Services Committee
   Town Administrator Lancaster

From: Alison Chilcott, Community Development Director

Date: January 23, 2014

RE: Community Development Annual Report

2013 YEAR IN REVIEW

Community Development provides seven core governmental services: Building Safety, Addressing; Floodplain Management; Signage; Long-Range Planning; Planning for the Present; and Land Use Nuisances. The department has seven full-time staff.

This report describes service improvements and accomplishments above and beyond day-to-day service provision activities.

BUILDING SAFETY: Promote a safe built environment to (1) minimize loss of life and injury to the general public and emergency responders; and (2) reduce property damage and destruction.

✓ Created one page combined application/permit for the most used over-the-counter permits.
   Provides customers with information they need in a clear, concise format.

✓ Exceeded performance standards for permit review timeframes.

✓ Received frequent feedback such as “friendly, courteous, timely and very informative” and “went the extra mile.”

ADDRESSING: Enhance public safety through the easy and rapid location of properties by law enforcement, fire, rescue, and emergency medical personnel within the Town of Estes Park.

✓ The Town’s official address system has been converted from paper to our Geographic Information System, ArcGIS which allows for easier and more rapid location of properties by emergency responders.
GIS allows for broader access to the official address system by Town staff and other agencies.

Also, official addresses have been, and continue to be, cross-referenced with on-site posted addresses, Utility Billing records and Larimer County property tax records. Addressing inconsistencies are corrected as they arise.

FLOODPLAIN MANAGEMENT: Minimize death, injury, and losses to public and private property due to flooding.

✓ Revised Town floodplain regulations to comply with minimum State of Colorado requirements by January 2013 deadline.

This results in:

- Compliance with minimum state floodplain requirements; and
- Properties better protected from future flood events.

✓ Provided emergency response and flood recovery services in response to the September 2013 flood. Including, but not limited to:

- Rapid Damage Building Assessments;
- Substantial Damage Building Assessments;
- Recommended revisions to floodplain regulations to address the limitations of using the old Flood Insurance Study and Map to protect life and property in a post-flood environment.
- Began obtaining funds to assist with Master Planning, the first step of which is to obtain Advisory Floodplain Maps, and Advisory Base Flood Elevations and Advisory Flow Rates (Q) for a 1% annual chance flood for Fall River and Fish Creek.
- Issued permits for temporary work necessary to prevent further loss of property, such as bank stabilization, shoring buildings, repairing private bridges and utility infrastructure.
- Began identifying other areas of concern and a plan of action prior to spring run-off due to reduced conveyance capacity of Fall River and Big Thompson River.
- Began identifying, pursuing, and obtaining funding to assist private property owners with spring-runoff/river restoration/resiliency needs, e. g. grants from NRCS Emergency Watershed Protection Program, Colorado Water Conservation Board, Community Foundation of Northern Colorado, Colorado Fish and Wildlife.
  - NRCS sponsor for exigent sites
  - Funds obtained for the Fall River and Fish Creek Master Plans which will address:
➢ How to minimize the impact of future flooding on structures;
➢ How to minimize the impact of business disruption and resulting economic loss; and
➢ Steps to restore Fall River’s ecological health.

- Became a catalyst for river coalition building that can work together to address short stabilization and long-term rehabilitation needs, which is central to recovery.
- Developed a Town Flood Recovery webpage (in need of updating with spring runoff information) and email.
- Received, relied upon, and coordinated assistance from Building Safety officials and Floodplain Managers state-wide and local community volunteers!

SIGNAGE: Protect the health, safety, and welfare of the public by (1) ensuring the signage is safe and (2) is compatible with adjacent land uses and the total visual environment of the Estes Valley.

✓ Day-to-day service provision only.

ESTES VALLEY LONG RANGE MASTER PLANNING: Create more convenient, equitable, healthy, efficient, and attractive places for present and future generations. Articulate a desired future to inform decision-making today.

✓ Staff and the Estes Valley Planning Commission made significant progress modernizing the 1996 Comprehensive Plan. Modernization was placed on hold immediately after the September 2013 flood and resumed in January 2014.

✓ Stream/River Master Planning activities are described in flood plain management above.

PLANNING FOR THE PRESENT: Provide for the coordinated and harmonious development of the Estes Valley, which will, in accordance with present and future needs, best promote health, safety, order, convenience, prosperity and general welfare, as well as efficiency and economy.

✓ The Development Review Team is functioning well, meeting weekly for an hour. In addition to Town development review staff, the sanitation districts and Fire District are always represented at Team meetings, with the sanitation districts sending a rotating crew. This has resulted in improved coordination of development review comments, particularly utility comments, cross-training and team building.

✓ Produced second annual Development Activity report for distribution to interested organizations such as Estes Park Board of Realtors, Association for Responsible Development, and the Estes Park Economic Development Corporation.
This is anticipated to result in a broader community understanding of development activity trends.
NUISANCES: Eliminate nuisances detrimental to the health, safety, convenience, and general welfare of the citizens, on private property within the Estes Valley, such as waste accumulation, unsanitary conditions, and noxious weeds.

- Hired a full-time Code Compliance Officer/Planner in March 2013 and created a community-centric code compliance program focused on education, outreach and enforcement.
  - Established the Code Compliance mission statement based on community outreach and input. The mission statement is: To contribute to the safety, aesthetics, and quality of life in the Estes Valley by attaining compliance with adopted codes.
- Developed a program which:
  - Partners with the community to advance the goals of the program.
  - Maintains a high level of consistency, reliability and proper follow-through.
  - Contributes to the Town’s high quality of life by prioritizing safety as a key concern and addressing issues related to aesthetics.
  - Includes education, outreach and enforcement.
- Developed and refined code compliance policies, and procedures, and workflows.

ADDITIONAL UPDATES
Board and Commissions

- **Estes Valley Planning Commission.** With the excellent leadership of a new Chair, the Commission is efficiently and effectively reviewing development applications and Comprehensive Plan modernization.
- **Estes Valley Board of Adjustment.** Day-to-day service provision.
- **Town of Estes Park Board of Appeals.** Seated in 2013. No meetings to date.
- **Town of Estes Park Creative Sign Board.** Partially seated. No meetings in 2013.