



## MEMORANDUM

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Date: October 2, 2012 – 8:30 work session  
To: Mayor Stephens and City Council  
From: Dara MacDonald  
RE: General items

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We have a number of items for discussion during the work session. I am providing this memo highlighting items I will be bringing to Council's attention on Tuesday morning.

- |      |   |              |                                       |
|------|---|--------------|---------------------------------------|
| I.   | Review agenda for 6:00 pm regular meeting | V.           | Lodging survey                        |
| II.  | Fire/EMS consolidation                    | VI.          | Administrator 6-month review          |
| III. | Tenderfoot tower update                   | VII.         | Upcoming meetings                     |
| IV.  | Ski bus grant                             | <b>VIII.</b> | <b>9:30 – Public Works Site Visit</b> |

### **I. Review agenda for 6:00 pm regular meeting**

### **II. Fire/EMS consolidation**

Representatives from each of the agencies met on September 26<sup>th</sup>. The recommended next step is the formation of an oversight committee that would work towards creation of a fire/EMS authority. Each entity has been asked to appoint 2 members to the oversight committee, a regular member and an alternate member. The first meeting of the oversight committee is scheduled for October 24<sup>th</sup> at 5:15 pm. The work of the oversight committee is estimated to take from 6 – 18 months and there will be expenses for facilitation and legal advice. Our DOLA representative is researching whether they may be able to provide technical assistance funds to assist with the effort. There may also be facilitation services available through the State. We are also working on a draft vision statement defining the purpose of the committee.

### **III. Tenderfoot Tower update**

The Chaffee County Planning Commission recommended approval of the special land use permit application on September 25<sup>th</sup>. We have received the Site Feasibility Report from Atecs. They recommend that a tower to accommodate up to four users could be as much as 60' tall and cost as much as \$120,000. The final height of the tower will not be determined until we begin engineering the tower and have exact information on the equipment each vendor is planning to use.

The spectrum analysis also seems to indicate that the 2.4GHz is fairly full but that there is space in the 5.8Ghz spectrum. This will likely accommodate Chaffee County Telecom, but may not allow for any additional companies to deploy from this site.

My recommendation at this time is to allow Chaffee County Telecom to deploy on the roof of the gazebo through this winter and advise KHEN and Ridgeviewtel to continue working together through the winter. In the meantime we may be able to submit a grant to DOLA on December 1<sup>st</sup> for a share in the expense of the tower to be installed in the spring of 2013.

**IV. Ski Bus grant**

As part of the Monarch Mountain ski area expansion there has been increased discussion with the US Forest Service about the need or desire for expanded shuttle service between Salida and Monarch in the winter. The City has organized a ski bus for kids over the past few years in cooperation with Monarch Mountain. Service days and number of trips are very limited with the existing service. We have met previously with representatives from the US Forest Service and Department of Transportation about how service could be expanded or improved.

Last week the US Department of Transportation contacted me about submitting a grant application for federal funding to offset the expense of operating the shuttle for the ski seasons of 2013-2014 and 2014-2015. The grant has been submitted and if awarded would be a 2-year pilot program expanding the service to Fri-Sun throughout the ski season. The expanded service would be for kids as well as adults and would include multiple trips each day rather than 1 up and 1 down.

**V. Lodging Survey**

After a recent discussion with one of the lodgers, I thought it would be worthwhile to conduct a survey of our lodging industry owners/managers. The attached survey was mailed out to all lodgers in Salida including VRBOs. Since they have a stake in recreation and cultural activities through the occupational lodging tax, and they are the front line with visitors to the community, their input is very valuable. Surveys are due on October 15<sup>th</sup>.

**VI. Administrator 6-month review**

My 6-month review will be coming due in November. Harry Brull has offered to facilitate this review for the Council if you would like.

**VII. 9:30 – Site visit to Public Works**

**VIII. Upcoming meetings**

October 9<sup>th</sup> 6:00 pm – Sam Mamet, President of the Colorado Municipal League, presentation about Home Rule, at the High School Auditorium

October 11<sup>th</sup> 6:30 pm – League of Women Voters candidate forum, Council Chambers

October 13<sup>th</sup> – Salida fire department open house

October 24<sup>th</sup> 6:30 pm – Creative District public meeting, SteamPlant

October 30<sup>th</sup> – Quarterly intergovernmental meeting – Chaffee County hosting



## 2012 Lodging Survey

Please have the owner or manager of your lodging facility complete the following survey. The purpose is to collect feedback and comments from the lodging industry that can be used by the City Council when considering future marketing, event support and infrastructure improvements.

Complete the survey online at <https://www.surveymonkey.com/s/SalidaLodging2012> or fill out and return the survey to City Hall by Monday, October 15<sup>th</sup>.

City Hall

448 E. 1<sup>st</sup> Street, Suite 112

Salida, CO 81201

Or [Survey@cityofsalida.com](mailto:Survey@cityofsalida.com)

Your Name: \_\_\_\_\_

Name of Lodging Business: \_\_\_\_\_

Email address: \_\_\_\_\_

Can we contact you if we have additional questions: Yes/No

1. In your experience which events attract the most overnight stays? (Please select up to 5 events)

\_\_\_ Air Force Academy Band

\_\_\_ Parade of Lights

\_\_\_ Alpine Park Farmer's Market

\_\_\_ Pro Cycling Challenge

\_\_\_ Angel of Shavano Car Show

\_\_\_ Ride the Rockies

\_\_\_ Bicycle Tour of Colorado

\_\_\_ Riverside Fine Arts Festival

\_\_\_ Bluegrass Marathon

\_\_\_ Run Through Time Marathon

\_\_\_ Bluegrass on the Arkansas (Memorial Day)

\_\_\_ Salida Bike Fest

\_\_\_ Brewer's Rendezvous

\_\_\_ Salida Chamber Mountain Wine Festival

\_\_\_ Clean Up Green Up

\_\_\_ Salida Classic bike races

\_\_\_ Crest Crank

\_\_\_ Shakespeare in the Park

\_\_\_ FIBArk

\_\_\_ Tenderfoot Du; Triathlon

\_\_\_ Fiber Arts Festival

\_\_\_ Vapor Trail 125

\_\_\_ Fourth of July Celebration

\_\_\_ Vuelta a Salida

\_\_\_ Mountain States Cup bike races

Other: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. What types of events attract the most guests for your lodging business? (Select up to 3)

- |  |  |
|--|--|
| <input type="checkbox"/> Concerts  | <input type="checkbox"/> Holidays (4 <sup>th</sup> of July, Lighting of Christmas Mountain)    |
| <input type="checkbox"/> Weddings  | <input type="checkbox"/> Recreation events (bike races, marathons, triathlon, swim meets, etc) |
| <input type="checkbox"/> Art related events (ArtWalk, Plein Air Festival, etc) |  |
| <input type="checkbox"/> Conferences   |  |
| <input type="checkbox"/> Festivals (FIBArk, Brewer's Rendezvous, etc)          |  |

Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Other than special events, what is the most common reason for guests to spend the night at your facility? (Select up to 3)

- |  |   |
|--|---|
| <input type="checkbox"/> Bicycle riding in Salida-area | <input type="checkbox"/> Hunting                    |
| <input type="checkbox"/> Business                      | <input type="checkbox"/> Passing through            |
| <input type="checkbox"/> Camping trip                  | <input type="checkbox"/> Monarch ski area           |
| <input type="checkbox"/> High School sporting event    | <input type="checkbox"/> Visiting family or friends |
| <input type="checkbox"/> Historic downtown             | <input type="checkbox"/> Weekend getaway            |

Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Do events at the Salida SteamPlant Event Center attract overnight stays for your lodging facility?

Yes       No

If no, what changes could be made to programming at the SteamPlant to attract overnight visitors? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

5. Which types of events at the SteamPlant attract the most visitors to your lodging business? (Please rate 1-3; 1 being the most beneficial event)

<input type="checkbox"/> Weddings	<input type="checkbox"/> Concerts
<input type="checkbox"/> Conferences	

6. What other types of SteamPlant events attract visitors to your business: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

7. How do you hear about events happening at the SteamPlant? (Please rank from 1-8; 1 being the most common way you hear about events)

- |   |   |
|---|---|
| <input type="checkbox"/> Chamber of Commerce newsletter | <input type="checkbox"/> Mountain Mail articles |
| <input type="checkbox"/> Emails from the SteamPlant     | <input type="checkbox"/> Posters                |
| <input type="checkbox"/> Guests at your establishment   | <input type="checkbox"/> Radio advertisements   |
| <input type="checkbox"/> Mountain Mail advertisements   | <input type="checkbox"/> Word of mouth          |

Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Do you feel additional improvements at the Salida Hot Springs Aquatic Center would attract more overnight stays or compel visitors to stay for a longer period?

- Yes       No

9. Which new amenities at the pool would be the most helpful in attracting overnight visitors?

- Kid-oriented attractions like slides, fountains & fun features  
 Outdoor soaking pools geared towards adults  
 Centennial Park improvements like tennis court renovation, addition of a walking path, improved playground

Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. What recent City projects do you feel have been most helpful in attracting visitors and supporting your lodging business? (Select up to 3)

- |  |  |
|--|--|
| <input type="checkbox"/> Hwy 50 improvements                         | <input type="checkbox"/> SteamPlant expansion                                  |
| <input type="checkbox"/> Non-motorized trail construction            | <input type="checkbox"/> Improvements at the Salida Hot Springs Aquatic Center |
| <input type="checkbox"/> Whitewater Park/Riverside Park Improvements | <input type="checkbox"/> Special event shuttle                                 |

Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. What other things could the City do to help your business? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you have any questions or would like to discuss this survey further please contact Dara MacDonald, City Administrator, at 530-2629 or [dara.macdonald@cityofsalida.com](mailto:dara.macdonald@cityofsalida.com).