MEMORANDUM

Date: October 2, 2012 – 8:30 work session

To: Mayor Stephens and City Council

From: Dara MacDonald

RE: General items

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
II. Fire/EMS consolidation
III. Tenderfoot tower update
IV. Ski bus grant
V. Lodging survey
VI. Administrator 6-month review
VII. Upcoming meetings
VIII. 9:30 – Public Works Site Visit

I. Review agenda for 6:00 pm regular meeting

II. Fire/EMS consolidation

Representatives from each of the agencies met on September 26th. 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 24th 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 25th. 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 1st 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 15th.

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 9th 6:00 pm – Sam Mamet, President of the Colorado Municipal League, presentation about Home Rule, at the High School Auditorium
October 11th 6:30 pm – League of Women Voters candidate forum, Council Chambers
October 13th – Salida fire department open house
October 24th 6:30 pm – Creative District public meeting, SteamPlant
October 30th – 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 15th.
City Hall
448 E. 1st Street, Suite 112
Salida, CO 81201
Or 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
____ Alpine Park Farmer's Market
____ Angel of Shavano Car Show
____ Bicycle Tour of Colorado
____ Bluegrass Marathon
____ Bluegrass on the Arkansas (Memorial Day)
____ Brewer's Rendezvous
____ Clean Up Green Up
____ Crest Crank
____ FIBArk
____ Fiber Arts Festival
____ Fourth of July Celebration
____ Mountain States Cup bike races
____ Parade of Lights
____ Pro Cycling Challenge
____ Ride the Rockies
____ Riverside Fine Arts Festival
____ Run Through Time Marathon
____ Salida Bike Fest
____ Salida Chamber Mountain Wine Festival
____ Salida Classic bike races
____ Shakespeare in the Park
____ Tenderfoot Du; Triathlon
____ Vapor Trail 125
____ Vuelta a Salida

Other: _____
_____
_____

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

____ Concerts
____ Weddings
____ Art related events (ArtWalk, Plein Air Festival, etc)
____ Conferences
____ Festivals (FIBArk, Brewer's Rendezvous, etc)
____ Holidays (4th of July, Lighting of Christmas Mountain)
____ Recreation events (bike races, marathons, triathlon, swim meets, 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)

____ Bicycle riding in Salida-area
____ Business
____ Camping trip
____ High School sporting event
____ Historic downtown
____ Hunting
____ Passing through
____ Monarch ski area
____ Visiting family or friends
____ 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)

____ Weddings
____ Conferences
____ Concerts

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)

____ Chamber of Commerce newsletter
____ Emails from the SteamPlant
____ Guests at your establishment
____ Mountain Mail advertisements
____ Mountain Mail articles
____ Posters
____ Radio advertisements
____ 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)

____ Hwy 50 improvements
____ Non-motorized trail construction
____ Whitewater Park/Riverside Park Improvements
____ SteamPlant expansion
____ Improvements at the Salida Hot Springs Aquatic Center
____ 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.