

RECORD OF PROCEEDINGS

REGULAR MEETING
TOWN OF GRAND LAKE BOARD OF TRUSTEES
MONDAY, SEPTEMBER 9, 2013 7:30 P.M.

CALL TO ORDER: The regular meeting of the Board of Trustees was called to order by Mayor Judy Burke at 7:32 p.m. at the Town Hall, 1026 Park Avenue.

ROLL CALL

PRESENT: Mayor Burke; Trustees Gasner, Lanzi, Lewis, Ludwig, Peterson, and Weydert; Town Manager Hook, Town Clerk Kolinske, and Town Planner Biller.

ABSENT: None.

APPROVAL OF MINUTES

July 22, 2013: Trustee Peterson moved to approve the minutes of the July 22, 2013 regular meeting as written, seconded by Trustee Lewis. All Trustees voted aye except Trustee Weydert, who abstained.

August 12, 2013: Trustee Peterson moved to approve the minutes of the August 12, 2013 regular meeting as written. Trustee Lewis seconded the motion and all Trustees voted aye.

ANNOUNCEMENTS:

Mayor Burke announced that it would be appreciated if cell phones were turned off during the meeting.

Mayor Burke announced that "A Night in Morocco", sponsored by the Grand Arts Council, will be held Saturday, September 14th in the Grand Lake Community House.

Mayor Burke announced that Constitution Week Celebration, September 17th – 22nd, will include speakers, trivia, parade, bingo, a 5K run, and fireworks over Grand Lake.

Mayor Burke then announced that the Grand Lake Fire Protection District has announced that they will be flow testing fire hydrants in Town between September 10th and October 12th. This may cause some cloudiness in the water but will not affect the ability to use it as normal.

PRESENTATIONS:

Lindsey Morrow, 4243 County Road 41, introduced herself and said that she was present to give an update from the Branding Committee. She distributed a handout and explained that the committee has been meeting on a weekly basis to come up with a new Brand for the Town of Grand Lake. She then went over the handout (see attached Exhibit A).

Trustee Peterson noted that the goal from the Downtown Assessment was to get the public more involved. He then thanked everyone on the committee for staying involved and thanked them for their time.

CONFLICTS OF INTEREST:

Mayor Burke stated that if there are any Trustees wishing to announce a conflict of interest with any items on this evening's agenda, they should do so at this time.

Trustee Ludwig announced that he had a conflict with the Local Liquor Licensing issues as he holds a license for The Rapids Lodge and Restaurant.

Trustee Peterson announced that he had a conflict with the fourth item under New Business pertaining to a Letter of Support from the Town for funding for repairs to the Kauffman House Museum as he has a bid in to do repairs.

OLD BUSINESS:

CONTINUATION OF A PUBLIC HEARING - CONSIDERATION OF RELOCATING AND VACATING OF AN ALLEY EASEMENT LOCATED IN BLOCK 25 ADJACENT TO LOT 1 & LOTS 13 - 16, BLOCK 25, TOWN OF GRAND LAKE; MORE COMMONLY REFERRED TO AS 530 PARK AVENUE – Mayor Burke opened the Public Hearing and asked Town Planner Biller to present this matter to the Board. Biller explained that the Town has received a Land Use Application from Julius and Kay Vargo for the purpose of vacating and relocating an existing utility easement located at 530 Park Avenue. The Planning Commission has forwarded a favorable recommendation for relocation and vacation of this easement by Resolution No. 06-2013.

Municipal Code 11-2-10(A) Vacation Request and Procedure states:

On occasion, vacation of Town Streets or various easements may be warranted, due to peculiar circumstances or changes in the overall development patterns.

1(a) Vacation Procedure

Procedure for a vacation of Municipal Rights of Way shall be done in accordance with C.R.S 43-2-303.

2(b) Board of Trustees Review

The Board of Trustees shall grant no vacation without first conducting a Public Hearing.

C.R.S. 43-2-303 Methods of Vacation applies specifically to roadways which must be vacated by ordinance.

In 1986, the Board of Trustees adopted Resolution No. 8-1986, a resolution vacating a portion of the Jefferson Street right of way and vacating the alley in Block 25, Town of Grand Lake. The vacation

attached ownership of the Town right of ways to the surrounding corresponding properties. The resolution also reserved easements in both locations, a 16' easement in the alley way and a 30' easement in the Jefferson Street right of way. Staff notified all surrounding property owners within 200' and utility companies as required by the Municipal Code regarding the time and location of this Public Hearing schedule originally for July 8, 2013. At that Public Hearing, the Board continued the Public Hearing at the request of the applicant and the Board did not discuss the matter. Staff is only aware of the following utilities currently occupying the existing easement:

1. Mountain Parks Electric
2. Century Link
3. Comcast

Staff has received a variety of questions regarding the easement relocation, but has only received written comments from Mountain Parks Electric. Mountain Parks Electric does not object to the easement relocation, but requests the Town ensure a new easement is in place prior to the vacation of the existing easement. The Planning Commission forwarded a favorable recommendation that was contingent on the following conditions:

1. The applicant provides the Town with a current Improvement Survey Plat (ISP) prior to the Board of Trustees review depicting the location of the new easement and the easement to be vacated.
2. The applicant is solely responsible for the removal of all utilities in the existing easement.
3. The applicant is solely responsible for the installation of all utilities in the proposed easement.
4. All utilities shall be installed underground.
5. The Town of Grand Lake and existing occupying utilities retain full use of the existing easement until all utilities are removed and/or relocated to the new easement.
6. The applicant has one (1) year to complete all utility relocation.
 - a. Failure to install any utilities in the new easement will nullify the creation of said easement.
 - b. Failure to remove all utilities from the existing easement shall nullify the vacation of said easement.

Staff has received an Easement Diagram and legal descriptions for the existing and proposed easement. Staff has reviewed these documents submitted by the surveyor and staff is concerned with the following items:

1. The proposed easement is more restrictive than the existing easement.

	Use	Width
Existing Easement	All utilities	16 ft
Proposed Easement	Electric Only	10 ft

In staff's opinion, the Planning Commission recommended approval of relocating the existing easement with the same use and width and not a more restrictive easement. Staff recommends the applicant revise the proposed legal description and easement diagram to represent the Planning Commission recommendation. Considering the discrepancy, staff recommends the Board continue Public Hearing until the following:

- (a) The applicant revise the proposed easement to coincide with the Planning Commission recommendation; or
- (b) The applicant resubmits the Easement Diagram dated 8/20/13 to the Planning Commission for review and revised recommendation.

Additionally, staff recommends the Board put a time limitation for the continuation of this Public Hearing to a date of January 13, 2014 (first meeting of the month). The Board should conduct the Public Hearing according to the following:

1. Allow staff to present the matter.
2. Allow the applicant the opportunity address the Board.
3. Take public comment.
4. Close the Public Hearing.
5. Allow for Board discussion.
6. Take action as appropriate.

The Board has several options to consider including:

1. Continue the Public Hearing; or
2. Grant the relocation and vacation of the utility easement located in Block 25; or
3. Grant the matter with conditions; or
4. Deny the request.

Biller noted that Jay Vargo, applicant, was present.

Mr. Vargo was recognized from the audience. He identified the location of his property, the existing easement and the proposed easement.

As Town Planner Biller stated in his presentation, electricity, telephone and cable currently occupy the existing easement. Mayor Burke then asked Mr. Vargo what would occupy the proposed easement. Vargo responded by saying electricity, telephone and cable would occupy the proposed easement.

For clarification, Town Manager Hook noted that electricity, telephone and cable currently occupy the existing easement and all of which are above ground. He noted that the proposed easement of 10', 6' narrower in width than the existing easement, will contain the same three utilities underground with an 18" separation versus being overhead. He said that

it appears that Mountain Parks Electric does not object to a 10' easement but questioned whether or not Mountain Parks Electric understands that there would be two other utilities in the same ditch. Hook also wanted to know if the other two utilities approved. He said that perhaps it is staff's duty to make sure that all of the utilities are agreeable before this request is finalized.

Mayor Burke then opened the meeting for public comment. Having none, she closed the Public Hearing and turned the matter over to the Board of Trustees.

Trustee Ludwig asked if the utilities that are proposed to be relocated feed any other house other than the Vargo's. Mr. Vargo responded by saying no, just theirs.

Trustee Peterson then moved to continue the Public Hearing regarding the relocation and vacation of an alley easement located in Block 25 adjacent to Lot 1 & Lots 13-16, Block 25, Town of Grand Lake; more commonly referred to as 530 Park Avenue to a date no later than January 13, 2014 to receive notification of approval from the other utilities seconded by Trustee Lewis.

During discussion, Trustee Gasner stated that if the Board is waiting that long, the matter should be referred back to the Planning Commission for clarification of the width of the proposed easement.

Trustee Ludwig asked why should the Town care if the utilities feed only his domicile.

Town Planner Biller said why should the Town care about the corridor if the corridor has now been shifted onto his property and he answered by saying that there is a difference between primary and secondary utilities. Right now the Town can put a primary line through the alley to connect to West Portal or Mountain Parks Electric could. Due to the fact that Mountain Parks Electric has routed their electricity along West Portal and along Park Avenue, there is no need, from their opinion, that they need this through corridor. He said that the Town has an investment in the 16' wide easement and would be losing that investment if vacated.

Following discussion, all Trustees voted aye except Trustee Gasner, who voted nay.

NEW BUSINESS:

CONSIDERATION OF RESOLUTION NO. XX-2013, A RESOLUTION GRANTING AN ENCROACHMENT LICENSE FOR CERTAIN EXISTING IMPROVEMENTS INTO THE JEFFERSON STREET RIGHT OF WAY AND THE LAKE AVENUE RIGHT OF WAY LOCATED AT LOTS 15 AND 16,

BLOCK 27, TOWN OF GRAND LAKE; MORE COMMONLY REFERRED TO AS 529 LAKE AVENUE – Mayor Burke asked Town Planner Biller to present this matter to the Board. Biller explained that the Town has received an encroachment license application for existing improvements located in the Jefferson Street and Lake Avenue right of way. The applicant is Lou and Robert Lybrand owners of Lots 15 and 16.

Section 11-6-1: Public Property Encroachments

A. Encroachment Defined - An encroachment is any item that is placed, erected or built on the public right-of-way by a private property owner. A property owner shall seek permission from the Town to encroach onto Rights of Ways or municipal property prior to the encroachment occurring. Where an encroachment exists without Town approval, the owner shall be required to remove the encroachment at his own expense or seek permission from the Town for the encroachment to remain.

B. Types of Encroachments

1. Major Encroachments are considered encroachments that are more permanent in nature. Examples include, but are not limited to: buildings or structures, driveways, fences and retaining walls, decks and patios, some components of public utilities, as well as other immovable objects other than minor landscaping.

The Planning Commission reviewed and granted change to a non-conforming structure by Resolution No. 11-2013. Specifically, the applicant is proposing to remodel the single family residence by creating a second story to the home. The granting of the request has several requirements; one of the contingencies requires the applicant to obtain an encroachment license from the Board. As per the Municipal Code, staff contacted the following utility companies informing them of this encroachment request:

Three Lakes Water and Sanitation District
Mountain Parks Electric
Comcast of Colorado
Xcel Energy
Century Link
Town of Grand Lake Water Department

Staff received no objections to this encroachment. Staff has reviewed the application and the property contains five (5) existing structures, three (3) of which encroach the setback requirements. The removal of these structures from the setback does not appear to be a viable option at this time. The Town Public Works Director has no objection to the encroachment request. Staff recommends the Board adopt the resolution as presented thus granting an encroachment license for the existing

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improvements located in the right of way. In summary, the resolution contains the following conditions:

1. The License is limited to the existing improvements as shown in the ILC.
2. This License shall remain in effect for the benefit of the Grantee and successors until such time as the Town, in its sole determination, determines that this License should end. At such time, within 45 days of the Town providing notice to the Grantee, the Grantee shall remove the Encroachment and restore that portion of the Town right of way to pre-existing condition or better at Grantee's expense.
3. The Grantee shall maintain the Encroachment, but may not enlarge it further into or above the public right-of-way.
4. Should any portion of the Encroachment be destroyed by fire or other casualty to the extent that reconstruction of the Encroachment is not feasible; or if the Encroachment or a portion of the Encroachment is removed as a result of the obsolescence, deterioration or purposeful destruction, the entity destroyed or removed as part of the Encroachment shall become null and void; and
5. The granting of this License shall not be considered a precedent for any future encroachments.
6. The Grantee agrees to pay the License fee to the Town in the amount of One Hundred Dollars (\$100.00).
7. The Grantee delivers the Town a fully executed Indemnification Agreement.
8. The Grantee maintains liability insurance for the Encroachments naming the Town as additionally insured.

The Board should discuss the encroachment request and the conditions of the resolution. The Board has several options to consider including:

1. Adopt the resolution as presented, thus granting the encroachment license; or
2. Adopt the resolution with other conditions as appropriate.
3. Not adopt the resolution, thus denying the request.

Billor noted that the owner, Lou Lybrand, and architect, Scott Munn were both present.

Following discussion, Trustee Lewis moved to adopt Resolution No. 13-2013, a Resolution Granting an Encroachment License for Certain Existing Improvements into the Jefferson Street Right of Way and the Lake Avenue Right of Way Located at Lots 15 and 16, Block 27, Town of Grand Lake; More Commonly Referred to as 529 Lake Avenue, as presented. Trustee Weydert seconded the motion and all Trustees voted aye.

NEW BUSINESS:

CONSIDERATION OF RESOLUTION NO. XX-2013, A RESOLUTION EXTENDING THE MEMORANDUM OF UNDERSTANDING REGARDING THE PETITION TO ANNEX THE RIDGE AT ELK CREEK II – Mayor Burke asked Town Planner Biller to present this matter to the Board. Biller explained that staff has received a request to extend the MOU between the Town and Ridge at Elk Creek, Inc. (developer). The Ridge at Elk Creek II is a proposed development and annexation into the Town of Grand Lake. The planned development is the subdivision of a roughly 30 acre parcel of vacant land into approximately 94 single family lots and 14 duplex units.

In 2004, the Town and the developer started negotiations of this development.

On 5/13/08, the Board discussed this annexation at its long range retreat.

On 5/21/08, the Planning Commission deemed the development eligible for annexation and approved the development sketch plan at its regular scheduled meeting.

On 6/23/08 & 8/25/08, the Board discussed the annexation agreement at its afternoon workshops.

On 7/23/09, the Board directed staff to draft a MOU. This is the last time the Board met directly with the developer concerning Ridge at Elk Creek II.

Beginning in August 2010, the Board has extended the MOU each year.

Current staff is not familiar with the work already conducted during the annexation beginning in 2004 and would like to reiterate comments made by previous staff:

2010 – Memorandum of Understanding (MOU)

- After years of negotiations, it may be better to deny the annexation petition request and revisit when the developer is ready to move forward.
- The documents are in the exact state when negotiations stopped. For example, obvious updates are required including the signature line that currently reads “Mayor-Pro Tem Rhone”.
- The development would need sketch plan approval again.

2011 – Extension of MOU

- Staff’s only reservation for the Board’s consideration is whether or not the negotiated agreements will be the best deal for the Town once Mr. Stanley is ready to annex and develop. The annexation petition was dated November 3, 2006, and staff began

discussions with Mr. Stanley in 2004, so there are elements that made perfect sense to staff at the time, that may make less sense when it comes time to execute.

2012 – Extension of MOU

- Current staff still believes all previous comments are even more relevant as more time has gone by. The agreements are still intact as previously negotiated and updated as of June 2008. Again, these documents are strictly drafts and would require the approval by this Board in the future.

Staff's opinion has not changed since the request last year. Staff is unclear of the advantages or disadvantages associated with preserving the MOU. The documents that the developer is trying to preserve have been made of record in 2012 and again this year.

Staff recommends the Board adopt the resolution as presented which states the following:

- The MOU is extended until September 22, 2014.
- The Land Use Application is valid until September 22, 2014 and thereafter considered denied do to inactivity.

The Board should discuss the possible renewal of the MOU between the Town and the Ridge at Elk Creek, Inc. and the land use application expiration date. The Board has many options including the following:

1. Adopt the resolution as presented, thus extending the MOU for an additional year and applying an expiration date to the land use application; or
2. Adopt the resolution with different conditions; or
3. Not adopt the resolution and separately extend the MOU similar to prior years; or
4. Deny the request, thus the MOU is expired.

If the Board does NOT adopt the resolution but desires to extend the MOU similar to prior years, staff recommends the Board include extending the MOU and authorizing the Mayor to sign it in the motion. If the Board denies this extension request, staff recommends the Board make a motion to deny the current annexation petition and encourage the developer to resubmit at a later date.

Billier noted that Linda Stanley was present.

Linda Stanley, 195 County Road 48, was recognized from the audience and explained that the economy is what is holding them up. They are waiting for it to change before they can move forward with this project.

Following discussion, Trustee Lewis moved to adopt Resolution No. 14-2013, a Resolution Extending the Memorandum of Understanding Regarding the Petition to Annex the Ridge at Elk Creek II until

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September 22, 2014. Trustee Weydert seconded the motion and all Trustees voted aye.

NEW BUSINESS:

CONSIDERATION TO GRANT A TEMPORARY OCCUPANCY FOR THE GRAND ARTS COUNCIL BUILDING LOCATED AT LOTS 9-12, BLOCK 9, TOWN OF GRAND LAKE; MORE COMMONLY REFERRED TO AS 913 PARK AVENUE – Mayor Burke asked Town Planner Biller to present this matter to the Board. Biller explained that there was a misunderstanding and that the Arts Council is requesting this be withdrawn.

Trustee Weydert moved to accept the Arts Council's request to withdraw. Trustee Lewis seconded the motion and all Trustees voted aye.

At 8:43 p.m. Trustee Peterson excused himself and left the room.

NEW BUSINESS:

CONSIDERATION TO AUTHORIZE MAYOR BURKE TO SIGN A LETTER OF SUPPORT FOR FUNDING FOR REPAIRS TO THE KAUFFMAN HOUSE MUSEUM – Mayor Burke asked Town Manager Hook to present this matter to the Board. Hook explained that the Grand Lake Area Historical Society (Society) continues to seek funding to repair the exterior log walls of the Kauffman House Museum. Specifically, they have a need to replace logs, make repairs to the chinking, and re-stain the entire exterior. They have requested the Town's support in their funding request to History Colorado. In the past, the Board has provided letters of support for funding requests by the Society, including a similar request for the 2012 grant cycle. The Society was unsuccessful in that 2012 grant request. Staff believes that support from the Town can make a positive difference in the consideration of funding requests by funding agencies. Staff believes that, with sufficient funding, the Society will succeed in their goal of repairing the log walls of the Kauffman House Museum and maintaining it as an outstanding attraction that benefits the Grand Lake community. The Board should discuss the merits of supporting the request of the Society and the contents of the draft letter of support. Staff recommends the Board authorize Mayor Burke to sign the letter of support as presented. The Board should authorize or not authorize execution of the letter of support.

Hook noted that Elin Capps, Secretary of the Grand Lake Area Historical Society, was present.

Following brief discussion, Trustee Lanzi moved to authorize Mayor Burke to sign the letter of support as presented. Trustee Gasner seconded the motion and all Trustees voted aye.

At 8:49 p.m. Trustee Peterson resumed his seat.

NEW BUSINESS:

CONSIDERATION OF RESOLUTION NO. XX-2013, A RESOLUTION ENDORSING WEST SLOPE PRINCIPLES FOR THE COLORADO WATER PLAN – Mayor Burke asked Town Manager Hook to present this matter to the Board. Hook explained that in May 2013, Governor Hickenlooper issued Executive Order D 2013-005 directing the Colorado Water Conservation Board (CWCB) to commence work on the Colorado Water Plan to address state-wide issues concerning water supply and water quality. Subsequent to that action, the Water Quality/Quantity Committee of the Northwest Colorado Council of Governments (QQ) has been coordinating an effort to solicit input from west slope interests and provide feedback to the CWCB on the development of the Colorado Water Plan. As a result of that outreach effort, QQ has developed a document titled *West Slope Principles for the Colorado Water Plan* that collectively represents input from QQ members, the Colorado River District, and other west slope water interests. QQ members have been requested to endorse the *West Slope Principles for the Colorado Water Plan* so that the document can be forwarded to the CWCB as input from west slope interests regarding important principles that should be considered as they develop the Colorado Water Plan. Staff believes that it is essential for the Town to be involved in the development of the Colorado Water Plan and that the role assumed by QQ has been productive and beneficial. Staff further believes that endorsement of the *West Slope Principles for the Colorado Water Plan* by the Town can make a positive difference when the principles are considered by the Colorado Water Conservation Board as they develop the Colorado Water Plan. This should be especially so when our voice is combined with other west slope interests endorsing these principles. Resolution XX-2013 has been prepared to document the Town's support and endorsement of the document titled *West Slope Principles for the Colorado Water Plan* as prepared by QQ. The Board should discuss the merits of supporting the request of QQ and discuss the contents of the resolution. Staff recommends adoption of Resolution XX-2013 as presented. The Board should adopt or not adopt Resolution XX-2013.

Trustee Peterson moved to adopt as presented Resolution No. 15-2013, a Resolution Endorsing West Slope Principles for the Colorado Water Plan. Trustee Lewis seconded the motion and all Trustees voted aye.

At 8:53 p.m. Trustee Ludwig excused himself and left the room.

LIQUOR LICENSING AUTHORITY: **CONSIDERATION OF RENEWAL OF THE RETAIL LIQUOR STORE LIQUOR LICENSE FOR MILES GROUP, LLC, D/B/A LAKEVIEW LIQUOR** – Mayor Burke asked Town Clerk Kolinske to present this matter to the Board. Kolinske reported that the

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fees have been paid; all the renewal documents are in order and indicate no changes. The water, business license, and sales tax accounts are all current. She noted that the Grand County Sheriff's Department found no adverse information which would affect the status of the license. She concluded by saying that Joann Miles, Member, was present.

Trustee Lewis moved to approve the renewal of the Retail Liquor Store Liquor License for Miles Group, LLC, d/b/a Lakeview Liquor. Trustee Weydert seconded the motion and all Trustees voted aye.

At 8:56 p.m. Trustee Ludwig resumed his seat.

ACCOUNTS PAYABLE

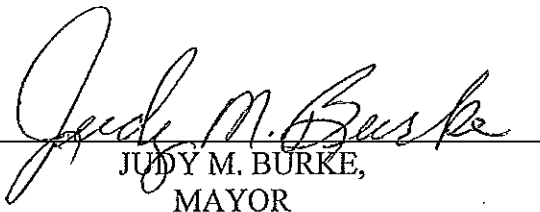
August, 2013:

Trustee Peterson moved to examine the Accounts Payable and Prepaid for all Funds for the Town of Grand Lake. Trustee Weydert seconded the motion and all Trustees voted aye. Trustee Peterson then moved to approve the Accounts Payable and Prepaid for all Funds for the Town of Grand Lake. Trustee Weydert seconded the motion and all Trustees voted aye.

CITIZEN PARTICIPATION: None.

ADJOURNMENT:

Trustee Gasner moved to adjourn, seconded by Trustee Lanzi. All Trustees voted aye, and the meeting was adjourned at 8:57 p.m., September 9, 2013.


JUDY M. BURKE,
MAYOR

ATTEST:


RONDA KOLINSKE, CMC,
TOWN CLERK

An Update on Grand Lake's New "Brand"

What is a brand? Simply put, a brand is an expectation in the consumer's mind that identifies and differentiates a product from its competition. Grand Lake's brand will tell the town's visitors and potential residents what kind of experience they can expect by coming here. As an example, Nashville was built on a brand of country music and if you go there, you will enjoy lots of great country music.

Once a new brand is established, it will affect all the town's marketing decisions going forward including the town's marketing strategy, signage design, development of special events, etc. Given its widespread influence, a branding decision is very important and should not be taken lightly.

In conducting initial research, the committee has learned some important things to consider when developing a brand, such as:

- 1) A brand should be about things to do, not things to see (think water sports, outdoor recreation or dining, not "historic").
- 2) A brand should focus on a town's unique assets. For instance, if Grand Lake promoted great mountain biking, but every surrounding town also touted mountain biking, this would make for a weak town brand.
- 3) A brand should extend a town's seasons. If Grand Lake promoted a unique and well-known Halloween event, this should not affect the brand decision if it doesn't help draw visitors the other fifty-one weeks of the year.

Given the importance of a branding decision, a grass roots committee has been formed, consisting of local volunteers, who are undertaking an extensive and systematic process to establish Grand Lake's new brand. The committee will employ a number of tools and methodologies to develop the brand, such as the guidance provided by the recently completed Downtown Assessment and the "13 Steps to Success" process developed by DestinationDevelopment.

Some of the preliminary steps include assessing the current market perception of the town, researching effective brands, surveying residents and visitors, and identifying the town's anchor tenants.

One of the initial efforts the committee is using to determine the best brand for Grand Lake is a survey of residents and visitors. With the cooperation of local business owners, the committee recently conducted an online and paper-based survey, which was completed by 597 full-time residents, part-time residents, and visitors. The survey results will help us better understand what draws people to Grand Lake, what their favorite activities are, and what people believe the town currently lacks. The results are currently being tabulated and will be used to help the committee build a list of potential brand ideas. These ideas will then be filtered through a 10-point Feasibility Test to winnow them down to the most effective ones. Once a brand has been selected, a Brand Leadership Team will be established to implement the brand over the next few years.

The committee would like to thank all of the residents, business owners, visitors, and town officials for their support and cooperation in this important and exciting effort. We will continue to provide updates on our progress.