

# BUSINESS

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## Ugliest Vail chapter ends with fire station



Vail Mayor Dick Cleveland actually claimed a new West Vail Fire Station hadn't been needed!

### Publisher's Opinion

With the groundbreaking of the West Vail Fire Station on Thursday, May 24th, one of the ugliest and most embarrassing chapters in Vail's history appears to be coming to an end with the beginning of construction that, by court order, was to have occurred no later than December 31, 1984 or December 31, 1985.

West Vail residents had to wait 25 years to **Continued on Page 2**

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## Minturn trying to kick-start events

**Staff Report**

The Town of Minturn, in conjunction with the Minturn Business Association and the State of Colorado Department of Local Affairs, has

worked diligently last week to engage ideas to help kick-start new events, activities and a plan to help promote the downtown business core.

Greg Winkler, the Regional Manager of the

state's Department of Local Affairs, has up to \$2 million in grant money available to towns in Colorado, if matching moneys can be obtained,

**Continued on Page 6**

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# Ugly Vail chapter ends with fire station ground-breaking



Long-time quality fire guys Mark Benson, Mike McGee, Mike Vaughan and retired chief Dick Duran pose for the camera at the celebration.

From Page 1

wait for a promise kept for public safety improvements, clearly demonstrates the lack of principle and concern by many in power in Vail over that period of time. Those that opposed keeping that promise know who they are.

Those that have worked to keep the promise include former fire chiefs Dick Duran, John Gulick and others.

The groundbreaking event started well, but ended poorly, with current Mayor Dick Cleveland inventing revisionist history by claiming that the station was never built because "it wasn't needed."

Mayor Cleveland's viewpoint is hereby disputed by the publisher!

West Vail residents Jeannine Erickson and

David Reichardt cited examples of why the West Vail Fire Station was needed, to the publisher.

Erickson lives on the north side of the frontage road and reminded the publisher of four fires in West Vail in recent history.

Reichardt lives on the south side of the frontage road and told the publisher about his garage fire, in which it took 19 minutes for the fire department to arrive. Reichardt said that by that time, he had put the fire out by himself.

This is not to bash the fire department, which the publisher has been friends with since being a volunteer back in the 1970s.

But, as current chief Mark Miller said so eloquently, "What's a life worth," referring to

**Mayor Cleveland's viewpoint is hereby disputed by the publisher!**

increased ability to respond to fires by having a West Vail fire station in place.

Miller, who was not around for the West Vail wars in which a former town council agreed to take the former West Vail Fire District equipment in exchange for a promise to build a West Vail Fire Station, did well in emphasizing that the new station would be good for the citizens of

Continued on Page 3



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# Ugly Vail chapter ends with fire station ground-breaking

From Page 2  
West Vail.

## Cleveland attempts revisionist history

The event was scarred, however, by current Mayor Dick Cleveland, long an adversary to West Vail citizens' interests, when he claimed that the West Vail Fire Station "wasn't needed" until now.

Upon hearing this, this writer complained loudly to resident Jeanine Erickson, who was standing near Cleveland's wife, who could overhear the objections to Cleveland's lie.

The comments included a statement that the publisher didn't just want to say this behind Cleveland's back, but wanted it said to him, which occurred after the speech when Cleveland walked by the publisher, and was within earshot of hearing the objection repeated. Cleveland ignored the comments, which was probably a

very wise decision.

Even if Cleveland was correct about West Vail not "needing" a fire station, which he wasn't, Cleveland conveniently ignored the fact that the Vail Town government agreed to build the station, and it was ordered by the District Court to build it.

The Town of Vail's steadfast refusal to build it clearly demonstrated the arrogance of those on previous councils, who refused to honor the town's commitment to the citizens of West Vail. They were treated like the ugly step-children of Vail.

## Town's illegal West Vail annexation overturned

There are those of us who also remember a former town council's court-declared illegal annexation of West Vail, in the 1980s, when former resident Frank Caroselli, literally a rocket scientist, sued the town, citing 41 allegations of wrong-

doing. Caroselli was victorious in the Appellate Court, with financial aid from the publisher and other West Vail citizens who wanted to stop the town's lawlessness.

Caroselli, then in his 70s, was often bad-mouthed by a well-known former Mayor, had his life threatened while riding a bus, and had to move to California for his safety.

The groundbreaking could have been a healing event, but turned sour with Cleveland's lie!

As one official said, "I don't know why Dick had to say that!"

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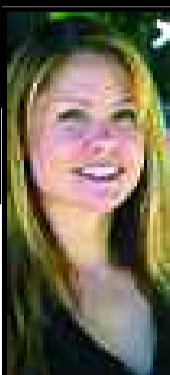
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# Solaris plans to open July 1st with quality tenants



This picture was taken in April 2010.

## Staff Report

Solaris Residences are advertised as "The New Center of Vail Village."

With it's location at

the former Crossroads Shopping Center site, it just might be.

According to developer Peter Knobel, Solaris is scheduled to open on July 1st, with an

ice rink; Cobb Cinebistro, a 3- screen movie theater with optional in-auditorium dining; and BOL, a 10 lane bowling alley with restaurant, bar and lounge.

Also scheduled to open are several new retail shops, including Alpine Bank; American Design Group (Masters Gallery); Betteridge Jewelers; Generation Vail, a kids apparel and toys; Slifer Real Estate; the Vail Fine Art Gallery; Worth Home, featuring home furnishings and

interior design; Vail Style, featuring adult apparel.

Solaris is presently 60% leased, and there is still time for businesses to become part of history

in this beautiful new center of Vail.

Interested parties can contact Craig Cohn at 970-479-7125, or send him an email to: Craig@SolarisVail.com.

# Golf scramble against Cancer



The Hazel Miller Band performs July 12th.

## Staff Report

The SONNENALP'S

12th Scramble Against Cancer Golf Tournament is on Monday, July 12,

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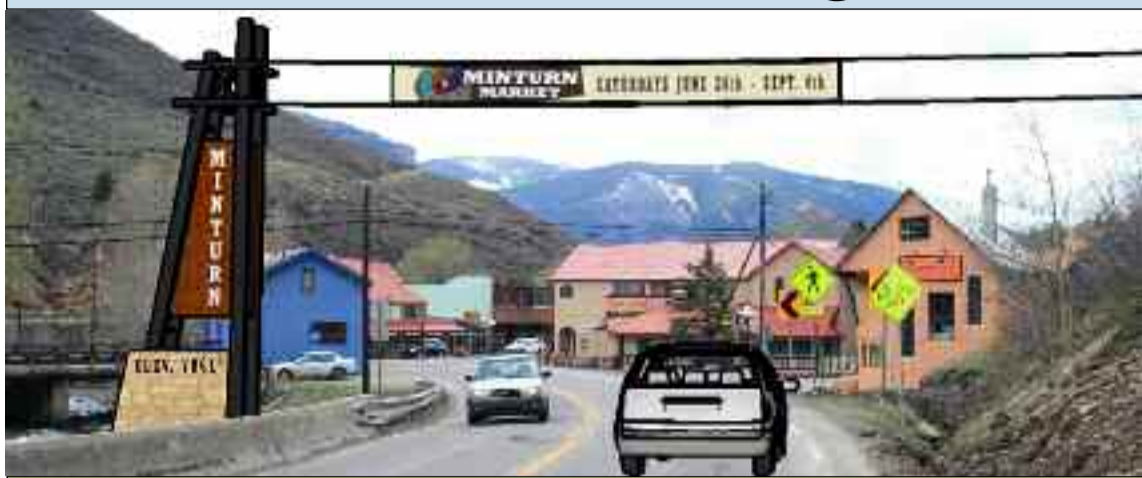
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## Minturn kick-starting events



This is one of several drawings of what a new entry-way might look like.

### From Page 1

he told interested citizens, business leaders and Minturn council members.

Katherine Correll, the Executive Director of Downtown Colorado, Inc., brought several volunteer Colorado planning persons to assist in helping the town identify key strategies to improve the economic and family environment of the community.

Correll's mission in life is to "build better communities by provid-

ing assistance to downtowns, commercial districts and town centers in Colorado through education, advocacy, information and collaboration," according to her business card.

After providing a 2-day schedule of focus groups, a walk about town, and eating at several of Minturn's fine restaurants, the planning volunteers presented a slide show of recommendations at their final meeting on May 25th.

A report that will bet-

ter outline the 5-panel planning volunteers' final recommendations is due to the town in approximately 6 weeks, and should be available on the town's website.

### Minturn Business Association also met

The Minturn Business Association met on May 20th, and brainstormed ideas as well, with several business owners agreeing that Minturn must come up with more events, in

**Continued on Page 7**



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# Minturn wants more events to increase business

From Page 6

in addition to the very successful Saturday Minturn Markets, the 4th of July event, a Bravo concert, the Halloween event, and a Christmas Market event.

The Bravo event is scheduled for Tuesday, July 20th at 11am at Little Beach Park in south Minturn and features the M5 Brass Quartet.

Local businessman Matt Sprecher, who helps operate the successful Minturn Anglers, was a 1-man idea factory, including ideas about having more concerts, having a box car race and bed races.

Diana Sherr said Minturn should focus on it's uniqueness.

"We are different than the rest of the valley," implying that Minturn is a real community made up of primarily locals and not just tourists.

Town Manager Jim

White, who was also in attendance at the Business Association meeting, stated that his daughter had an idea to have roof-top concerts with bands on the roofs playing down to the audiences.

Andy Kaufman, a proprietor at The Saloon in Minturn, suggested putting up large figures like artist and jeweler Jim Cotter on the roof - no, not Jim Cotter, but figures like Jim Cotter has made, to provide additional attractions in town.

Kaufman, who also helps with the Minturn Community Fund, reminded people that the Missoula Children's Theater would be performing at the end of July at the Minturn Amphitheater.

Kaufman also said that outgoing director, Kerry Donovan, would be transitioning out and need to be replaced soon,

*"People love coming here, if we give them a reason to come here!"*

since Donovan was elected to the Vail Town Council.

Kaufman also suggested that Minturn offer a Bike Share program, where visitors can sign out a bike with a credit card and ride around town.

Other ideas included booking multiple street concerts on the last Thursdays of the month, to attract more people to Minturn.

Another suggestion was to continue having

\$5.00 Thursdays, where Minturn restaurants could volunteer to have at least one item on the menu for only \$5.00.

As one resident said, "People love coming here, if we give them a reason to come here!"

Another idea was to have a First Friday of the month event where Minturn businesses would stay open later than usual.

Professional Planning  
Volunteers Observations

& Recommendations

Katherine Correll, the leader of the volunteer professionals, told residents at their final meeting that Minturn needed one organization made up of memberships or investors, not both, in order for people to have one place to look for information about Minturn.

Also, a website was necessary for people to

Continued on Page 8

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# Minturn wants more events to increase business

From Page 7

view the state of the town information and other updates on the site for current and prospective business owners.

She said that long-term management was needed and that a funding mechanism was also needed. She sees the organization as one that will "work toward consensus, cooperation and support for downtown."

Correll suggested that Minturn partner with the Forest Service, whose office is so close, and to also have a Public Arts campaign.

Professional volunteer Anna told residents that there was obviously a demand for events to promote the downtown. She suggested that the events needed to follow defined

improvement.

She said events should be "kid friendly" and offer retail enhancement. Anna said that Minturn needed a Strategic Event Calendar, and that because Minturn has such a rich history, it can differentiate itself from other communities.

An other professional planning volunteer said that Minturn needed to "promote heritage tourism, create a media campaign, and target out-fitting businesses.

Planner Jill Mendoza offered residents recommendations that were basically free, and that Minturn needed to identify a list of "Minturn products," a list of businesses operating out of their homes, and that those businesses should be allowed to have small dis-

plays in Minturn stores that would allow cross marketing.

Planner Kerry McCool told residents that better signage was needed on I-70, and that it was easy to miss the only turnoff to Minturn. She suggested that a sign needed to be on the interstate that said, "Historic Minturn," and that display information should be put at the ECO bus shelters.

A professional planner named Dick said that Minturn needed a safe bike lane on Main Street, and that parking problems could be alleviated by making Boulder Street a 1-way street, thereby adding 31 more parking spaces in the town.

The planners observed that Minturn's history and historic architecture naturally lends

itself to community and economic development, and that Minturn needed a champion to step forward to develop a histori-

cal society and museum. One suggested that Minturn purchase the St. Patrick's Parrish building and use it for a museum.

## Business Briefs 2010 - 2011 Publication Schedule

**Begin Volume 4 - 13 issues**

Thursday, June 24th, 2010

Thursday, July 29th, 2010

Thursday, August 26th, 2010

Thursday, September 30th, 2010

Thursday, October 28th, 2010

**Begin Volume 5 - 13 issues**

Thursday, November 18th, 2010

Thursday, December 23rd, 2010

Thursday, January 13th, 2011

Thursday, February 10th, 2011

Thursday, March 10th, 2011

Thursday, April 7th, 2011

Thursday, May 5th, 2011

Thursday, June 2nd, 2011

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