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**GRAND JUNCTION CITY COUNCIL
MONDAY, MARCH 2, 2020**

**PRE-MEETING (DINNER) 5:00 P.M. ADMINISTRATION CONFERENCE ROOM
WORKSHOP, 5:30 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET**

To become the most livable community west of the Rockies by 2025

1. Discussion Topics

- a. Avalon Theatre Foundation Update
- b. Catholic Outreach Presentation
- c. Destination Think Place DNA™ Session with City Councilmembers
- d. Discussion of Grand Junction Housing Authority - Ute Water tap fees for 2814 Patterson Road

2. City Council Communication

An unstructured time for Councilmembers to discuss current matters, share ideas for possible future consideration by Council, and provide information from board & commission participation.

3. Next Workshop Topics

- a. Incident Command Training
- b. City Council Policies
- c. Parks & Recreation Open Space Master Plan Task Force Review

4. Other Business

What is the purpose of a Workshop?

The purpose of the Workshop is to facilitate City Council discussion through analyzing information, studying issues, and clarifying problems. The less formal setting of the Workshop promotes conversation regarding items and topics that may be considered at a future City Council meeting.

How can I provide my input about a topic on tonight's Workshop agenda?

Individuals wishing to provide input about Workshop topics can:

1. Send an email (addresses found here www.gjcity.org/city-government/) or call one or more members of City Council (970-244-1504);
 2. Provide information to the City Manager (citymanager@gjcity.org) for dissemination to the City Council. If your information is submitted prior to 3 p.m. on the date of the Workshop, copies will be provided to Council that evening. Information provided after 3 p.m. will be disseminated the next business day.
 3. Attend a Regular Council Meeting (generally held the 1st and 3rd Wednesdays of each month at 6 p.m. at City Hall) and provide comments during "Citizen Comments."
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Grand Junction City Council

Workshop Session

Item #1.a.

Meeting Date: March 2, 2020

Presented By: Greg Caton, City Manager

Department: City Manager's Office

Submitted By: Greg LeBlanc

Information

SUBJECT:

Avalon Theatre Foundation Update

EXECUTIVE SUMMARY:

Representatives of the Avalon Theatre Foundation will update City Council on the recent improvements to the Avalon resulting from the current "Pipeline" project. They will also discuss potential future projects and fundraising commitments.

BACKGROUND OR DETAILED INFORMATION:

The Avalon Theater Foundation (ATF) was established in 1991 to support Avalon through fundraising and promotion. The Avalon first opened in 1923 but closed in 1985 after operating the prior 38 years as the Cooper Theater.

Since the City of Grand Junction acquired the theater in 1994 the ATF has been a vital fundraising catalyst and has provided funding for the 1995 Avalon renovation, the 2014 Cornerstone Project and the current Pipeline Project.

The Cornerstone Project was the \$9.7 million project that renovated the main theater and added the addition to the building that included Encore Hall and the rooftop terrace. Of this total project cost of \$9.7 million, the ATF contributed \$1.6 million which they raised through their fundraising efforts.

The Pipeline Project has consisted of more recent improvements to the Avalon including digital lobby monitors, stage lighting, enhancements to Encore Hall and a state of the art sound system. For the Pipeline Project, the ATF has raised \$100,000 to date. This \$100,000 has matched the amount budgeted and approved by City

Council. An additional \$50,000 in fundraising is planned this year and City Council has agreed to also match this amount if the ATF is successful in that effort.

FISCAL IMPACT:

The City Council has matched the funds raised by the ATF which has amounted to \$100,000 to date. An additional \$50,000 in fundraising is planned this year which City Council has also agreed to match.

SUGGESTED ACTION:

This item is intended for the education of City Council.

Attachments

None



Grand Junction City Council

Workshop Session

Item #1.b.

Meeting Date: March 2, 2020

Presented By: Greg Caton, City Manager

Department: City Manager's Office

Submitted By: Greg Caton, City Manager

Information

SUBJECT:

Catholic Outreach Presentation

EXECUTIVE SUMMARY:

Representatives of Catholic Outreach will present information to City Council.

BACKGROUND OR DETAILED INFORMATION:

Representatives of Catholic Outreach will present information to City Council.

FISCAL IMPACT:

N/A

SUGGESTED ACTION:

This item is intended for informational purposes.

Attachments

None



Grand Junction City Council

Workshop Session

Item #1.c.

Meeting Date: March 2, 2020

Presented By: Elizabeth Fogarty, Visit Grand Junction Director

Department: Visit Grand Junction

Submitted By: Elizabeth Fogarty, Visit Grand Junction Director

Information

SUBJECT:

Destination Think Place DNA™ Session with City Councilmembers

EXECUTIVE SUMMARY:

Visit Grand Junction has engaged Destination Think to assist in developing a destination brand for Grand Junction. As part of the destination brand development process, Frank Cuypers, Senior Strategic Consultant with Destination Think will conduct a high level Place DNA™ session with City Council members which will provide them the opportunity to express their perspectives in relation to Grand Junction's brand. Mr. Cuypers will also share background on Destination Think's process and strategy in developing a destination brand which will be guided by the community and can be supported by the residents.

BACKGROUND OR DETAILED INFORMATION:

Visit Grand Junction engaged in a formal RFP process last October to seek proposals from qualified firms with the experience, resources and expertise to facilitate the creation of a destination brand for Grand Junction.

Visit Grand Junction selected Destination Think, an internationally renowned destination marketing branding agency and foremost authority on destination branding, to facilitate this project. Their proprietary process, Place DNA™, will comprehensively uncover the unique identity of Grand Junction, which will help develop a unique brand strategy. A successful destination brand brings the community's identity into focus.

The heart of this project will define the true brand essence of Grand Junction area. This is developed through a significant amount of research and data collection, including

social listening tools. The project will focus on what Grand Junction should be known for and how Grand Junction can stand out from other destinations and be more competitive. The brand, over time, will provoke thoughts and feelings of the destination and will establish opportunities for the community to be involved with celebrating the brand. The brand will serve as a launch pad for individual marketing efforts of partner organizations to create a cohesive, consistent message and voice from the area. Included in this process are several community engagement sessions with a mix of attendees including current City Councilmembers (March 2 workshop), past councilmembers, residents, tourism industry stakeholders (hotels, restaurants, attractions, and residents), historians, members of the arts, academia, city history and development, and leaders outside of the tourism industry who are influential in the community. Also included is a Facebook Live session and surveys for residents. Once the process is complete, Destination Think will provide a formal report called a brand manifesto. Also included in this effort, Destination Think will create a vision statement for the City of Grand Junction to ensure a clear connection with the brand while representing the City's strategic initiatives.

FISCAL IMPACT:

There is no fiscal impact related to this presentation and discussion.

SUGGESTED ACTION:

This is an opportunity for Council's participation and discussion in the Place DNA™ Session with Destination Think.

Attachments

None



Grand Junction City Council

Workshop Session

Item #1.d.

Meeting Date: March 2, 2020

Presented By: Greg Caton, City Manager

Department: City Manager's Office

Submitted By: Greg Caton, City Manager

Information

SUBJECT:

Discussion of Grand Junction Housing Authority - Ute Water tap fees for 2814 Patterson Road

EXECUTIVE SUMMARY:

This item is for the discussion of the Grand Junction Housing Authority and Ute Water tap fees for 2814 Patterson Road by City Council.

BACKGROUND OR DETAILED INFORMATION:

This item is for the discussion of the Grand Junction Housing Authority and Ute Water tap fees for 2814 Patterson Road by City Council.

FISCAL IMPACT:

N/A

SUGGESTED ACTION:

This item is intended for discussion and possible direction by City Council.

Attachments

None