

# **Parks and Recreation Advisory Board Minutes**

## **Regular Meeting – January 8, 2020**

Meeting Location: Parks and Recreation Office Conference Room

### **Roll Call**

Board Members Present: Nick Allan  
William Findlay  
Beau Flores  
Marc Litzen  
Phil Pe'a  
Gary Schroen  
Byron Wiehe

Board Members Absent:

Guests Present: Andrey Krievs  
Jeriel Clark  
Scott McBrayer  
David Combs

City Staff Present: Greg Caton, City Manager  
Ken Sherbenou, Director of Parks and Recreation  
Allison Little, Administrative Specialist

### **Item 1: Meeting called to order by Gary Schroen at 12:05 p.m.**

### **Item 2: Approve minutes from the December 5, 2019 Parks and Recreation Advisory Board Meeting**

Marc Litzen made a motion to approve the minutes. The motion was seconded by William Findlay and carried unanimously.

Motion approved by the Parks and Recreation Advisory Board: Yes 6 No 0

### **Item 3: New Name for Shelters at Las Colonias: Mariposa and Tranquillo**

Ken Sherbenou, Parks and Recreation Director, reminded the Board of previous discussion to name the new shelters Tranquillo and Teguayo. Upon further reflection by staff, the name Teguayo may be easily confused with Tranquillo. Staff proposes changing the name of the shelter, located nearest the Butterfly Lake to Mariposa (Spanish for Butterfly). This will help ensure no accidental confusion between the two shelters. Marc Litzen made a motion to support naming the shelter nearest the Butterfly Lake "Mariposa." The motion was seconded by Nick Allen and carried unanimously.

Motion approved by the Parks and Recreation Advisory Board: Yes 6 No 0

### **Item 4: PLACE Presentation and Discussion**

Andrey Krievs of the Grand Junction Community Center Campaign and PLACE (People for Local Activities and Community Enrichment) Committee talked with the Board about the Community Center Campaign. She gave the Board history of the grass roots effort which started in the community, to get a Community Center on the ballot. She reminded the Board of the strong results of the Feasibility

Study, which PLACE raised funds which were used as match to secure grant funding for the study. Once on the ballot, the Community Center Campaign raised funds, made presentations to organizations, knocked on doors, distributed yard signs, ran social media ads, as well as ads on 11 local radio stations. Ms. Krieves discussed a number of post-election statistics, and factors which may have contributed to the measure's defeat with the board. Factors include in Ms. Krieves opinion, was lack of support from prominent community members and leaders, potentially issues with the overall high cost of the package, the location not being central within the City, two other sales tax measures on the same ballot, tax fatigue, due to the mill bond passed the previous election, lack of a sunset provision and a concern related to ballot language errors.

Even with the defeat of the measure, there are a number of positives to build on for the future. From Ms. Krieves perspective, the effort was a very strong grass roots effort with dedicated volunteers, it was a relatively non-partisan, a well-run campaign with a diverse group of stakeholders, and there continues to be momentum in the community for a community center, even though the measure was defeated 45% yes to 55% no. This was a sizeable improvement over the last vote that only earned about 25% voter support. Ms. Krieves talked with the board about moving forward. The committee believes moving forward a future campaign will be more successful if there is stronger support from community leaders, greater specificity about user fees and programs, with a simplified message, perhaps including a sunset, a lower overall cost or a different location. The feasibility has about a five-year lifespan, so this same study could be utilized until 2023, though momentum declines the more time passes.

**Item 5: Adjourn**

The meeting adjourned by acclamation at 1:23 pm.

Respectfully submitted,

Allison Little  
Administrative Specialist