

GRAND JUNCTION CITY COUNCIL WORKSHOP SUMMARY

February 1, 2021

Meeting Convened: 5:30 p.m. Meeting live streamed and broadcast on cable channel 191.

Meeting Adjourned: 7:25 p.m.

City Councilmembers present: Councilmembers Kraig Andrews, Chuck McDaniel (attended virtually), Phyllis Norris, Phil Pe'a, Anna Stout (attended virtually), Rick Taggart (attended virtually) and Mayor Duke Wortmann.

Staff present: City Manager Greg Caton, City Attorney John Shaver, Visit Grand Junction Director Elizabeth Fogarty, Public Works Director Trent Prall, Finance Director Jodi Welch, Parks and Recreation Director Ken Sherbenou, City Clerk Wanda Winkelmann and Deputy City Clerk Janet Harrell. Attending virtually: Senior Assistant to the City Manager Greg LeBlanc, Community Development Director Tamra Allen, Principal Planner David Thornton, and Development Engineer Rick Dorris.

Mayor Wortmann called the meeting to order.

Agenda Topic 1. Discussion Topics

a. Destination Think Grand Junction Brand Presentation

City Manager Caton introduced the topic and Visit Grand Junction Director Fogarty noted that Visit Grand Junction partnered with Destination Think to assist in developing a destination brand for Grand Junction. As part of the destination brand development process, Destination Think conducted Phase One, which included an intensive Place DNA™ session with City Council members during the week of March 2, 2020. This also included resident interviews, workshops, open houses, Facebook live, community engagement sessions, interactive activations, online and paper surveys – all of which provided residents the opportunity to express their perspectives in relation to what makes Grand Junction unique as well as what they would like to see represented in the brand. The second phase of the process included a perceived analysis (studies what the world is saying about Grand Junction), and a projected analysis (what local organizations are telling the world about Grand Junction).

Consultant Frank Kupers with Destination Think shared the creative brand strategy “Where Life Leads” and noted the color palette is taking from our natural environment. The strategy includes resident insights and opinions that they expressed were important components of the brand. Thus, the community’s voice is represented in Grand Junction’s Brand DNA.

Next steps include sharing the Grand Junction Brand DNA and strategy with the community. Visit Grand Junction will also implement activations throughout the community to reveal the brand to residents to generate excitement and buy-in of the brand. Ultimately, the brand evolves over time at a comfortable and appropriate pace in partnership with the community.

b. Patterson Road Access Control Plan

In 2020, the City engaged Stolfus and Associates to study and prepare an Access Control Plan (ACP) for the 7.0-mile Patterson Road corridor within the City limits.

Mr. Prall noted that the goal of access management is to optimize the performance of the corridor, improve the level of safety, reduce traffic congestion, and improve the overall functionality. The ACP works to plan, coordinate, regulate, and design access to and from adjacent property including future development.

Throughout 2020, Stolfus' work inventoried access points, count traffic, determined existing and future traffic demands, performed a safety analysis for Patterson Road and prepared a draft Plan that was presented to City Council at the August 3, 2020 Workshop. A public open house was held on October 1, 2020 and the final document was publicly reviewed through GJSpeaks. Virtual one-on-ones were held January 13, 2021 along with follow-up meetings with property owners to discuss individual access related concerns.

Michelle Hansen, Transportation Engineer with Stolfus and Associates, presented the ACP. She discussed the benefits of access management: safety, preserve traffic flow, and good for business; the principles of access management: non-traversable medians on major roadways; and the project goals: effective and efficient through travels, alternative modal choices, implemented in phases, compatibility with local planning efforts. Overall benefits include a reduction in access locations and conflict points along Patterson Road.

The ACP is a long-range plan to be implemented over time. Redevelopment, public projects, and safety/operational issues may trigger construction.

Discussion ensued about the ACP helping to meet the goals of the Comprehensive Plan, redevelopment, public outreach, traffic at F-1/2 and G Road, timing of adopting the ACP, the importance of communicating the changes to access locations, bus pull-offs, and accident rates.

Next steps include first reading of the ordinance on February 17 and a public hearing on March 3. Staff will conduct additional outreach to those residents and/or businesses who expressed concern, additional communication, and involving the Chamber of Commerce.

Agenda Topic 2. City Council Communication

Councilmember Stout discussed the \$250,000 grant program for non-profit businesses (this amount does not include non-profit agencies who address hunger and food needs). The Business Incubator will administer the grant program called, “Non-profits Are Businesses Too.” This program will be like the Business Relief Fund (#GJ Strong), to include the review of balance sheets and projections.

Agenda Topic 3. Next Workshop Topics

1. February 15 – workshop canceled due to Presidents’ Day
2. March 1 – Regulated Marijuana Business Regulations
3. March 15 – Comprehensive Plan Implementation Matrix

Mr. Caton also noted future Council workshops will be held with individual boards and commissions to discuss items of mutual interest.

Agenda Topic 4. Other Business

There was none.

Adjournment

The Workshop adjourned at 7:25 p.m.