

**GRAND JUNCTION CITY COUNCIL  
MINUTES OF THE REGULAR MEETING**

**May 19, 2021**

**Call to Order, Pledge of Allegiance, Moment of Silence**

The City Council of the City of Grand Junction convened into regular session on the 19<sup>th</sup> day of May 2021 at 5:30 p.m. Those present were Councilmembers Abe Herman, Phillip Pe'a, Randall Reitz, Dennis Simpson, Anna Stout and Council President Chuck McDaniel. Councilmember Rick Taggart was absent.

Also present were City Manager Greg Caton, City Attorney John Shaver, City Clerk Wanda Winkelmann and Deputy City Clerk Janet Harrell.

Council President McDaniel called the meeting to order and student Reagan Coolbaugh led the Pledge of Allegiance which was followed by a moment of silence.

**Proclamations**

**Proclaiming May 16 - 22, 2021 as Emergency Medical Services Week in the City of Grand Junction**

Councilmember Herman read the proclamation. Fire Chief Ken Watkins and Emergency Medical Services Chief Mark McIntire accepted the proclamation.

**Proclaiming May 22, 2021 as St. Mary's Medical Center 125<sup>th</sup> Birthday in the City of Grand Junction**

Councilmember Reitz read the proclamation. St. Mary's Medical Center President Bryan Johnson accepted the proclamation.

**Citizen Comments**

Beth McKee expressed concerns regarding speeding on Patterson Road and suggested reducing the speed limit.

Bruce Lohmiller talked about violence in Mesa County, air compression vehicles, speaking at City Council meetings and then showed one of his cartoons and a piece of his artwork.

Ron Gibbs, in regard to the Patterson Road Access Control Plan, requested the Village Fair Shopping Center driveway be a three-quarter turn access.

**City Manager Report**

City Manager Greg Caton did not have a report.

**Council Reports**

Councilmember Pe'a attended the Parks and Recreation Advisory Board and the Visit GJ meetings.

Councilmember Stout said the Grand Valley Task Force will provide an update on May 27<sup>th</sup>.

Council President McDaniel attended a meeting to discuss the location of the Bureau of Land Management Offices with Congressman Jon Neguse who is supportive of the offices remaining in Grand Junction. He also attended the Grand Junction Chamber of Commerce's State of the Grand Valley with City Manager Greg Caton.

**CONSENT AGENDA**

Councilmember Simpson moved to add Item 5.b.i. to the Consent Agenda to continue the public hearing to June 2<sup>nd</sup> and adopt Consent Agenda items 1 - 4 and 5.b.i. Councilmember Herman seconded the motion. Motion passed by unanimous voice vote.

**1. Approval of Minutes**

- a. Summary of the May 3, 2021 Workshop
- b. Minutes of the May 5, 2021 Regular Meeting

**2. Set Public Hearings**

- a. Legislative
  - i. Introduction of an Ordinance for Supplemental Appropriations Amending the 2020 Budget and Setting a Public Hearing for June 2, 2021
- b. Quasi-judicial
  - i. Introduction of an Ordinance Rezoning Three Parcels Totaling Approximately 2.49 Acres from R-2 (Residential - 2 units/acre) to R-12 (Residential - 12 units/acre) Located at the Southwest Corner of 26 ½ Road and Northacres Road and Setting a Public Hearing for June 2, 2021

**3. Contracts**

- a. Contract Approval for the Design & Build of the Canyon View Light Poles
- b. 2021 Spending Authorization for Contract for Professional Civil Engineering Services for Water and Wastewater Pipeline Replacement Projects
- c. Contract for Street Maintenance - 2021 Asphalt Overlay Project

**4. Resolutions**

- a. A Resolution Appointing and Assigning City Councilmembers to Represent the City on Various Boards, Committees, Commissions, Authorities, and Organizations

**5. Public Hearings**

- b. Quasi-judicial
  - i. Appeal of Community Development Director's Administrative Decision Pertaining to Acceptance of Open Space Fees in Lieu of Land Dedication for the Lowell Village Townhome Phase 2 Development – Continued to June 2, 2021

**REGULAR AGENDA****Presentation, Discussion, and Possible Direction on the City of Grand Junction's Proposed Patterson Road Access Control Plan (ACP), Volume III, Title 38 of the Municipal Code**

In 2020 the City engaged Stolfus & Associates, Inc. (Stolfus) to study and prepare an Access Control Plan (ACP) for the 7.0 mile Patterson Road corridor within City limits with the goal of optimizing corridor performance by reducing traffic congestion and improving safety and overall functionality. The ACP works to plan, coordinate, regulate and design future development through access to and from adjacent properties.

Throughout 2020 Stolfus inventoried access points, counted traffic, determined existing and future traffic demands, performed a safety analysis and prepared a draft Patterson Road ACP in January 2021 for public review. The draft Plan was publicly reviewed through in person and virtual public open houses held in October 2020 and January 2021 and through GJSpeaks. On February 23, 2021 the Planning Commission heard the Patterson Road ACP in a virtual hearing and continued the item until after staff was able to conduct additional public outreach. One-on-one meetings, follow-up phone calls and emails, and neighborhood meetings were conducted to seek and engage public input. The draft Plan was updated in April 2021 to reflect input received including changing accesses at various locations to provide more access than the

previous draft. Additional outreach continues through GJSpeaks.

A Planning Commission public hearing is proposed for June 8, 2021 and City Council for July 7, 2021.

Public Works Director Trent Prall and Stolfus Senior Transportation Engineer Michelle Hanson presented this item.

Discussion included left turn and previous five year accident data, the extent of public outreach, that some public outreach concerns could not be modified/changed due to safety and/or proximity to intersections, the ACP will be part of the Municipal Code (changes could be made through the public hearing process), the ACP will include two options for Mt. View Dr./Mantey Heights access (choice of which to use will be made when implemented), access point reductions and identified/signalized cross walks will allow for safer multi-modal transportation, total cost projections vary due to the staggered/long range implementation, improving overall safety of the corridor by reducing access points and that Public Works projects may trigger area specific ACP implementation.

The public hearing opened at 6:54 p.m.

The following spoke against the ACP: Terry Porter, Ron Gibbs, Diane Lucero, Mike Anderson, Gary Lucero, Beth McKee and George Parkhurst.

The public hearing closed at 7:14 p.m.

Councilmember Stout moved to direct staff to schedule the Patterson Road Access Control Plan for public hearing. Councilmember Herman seconded the motion. Motion carried by roll call vote with Councilmember Pe'a voting no.

**An Ordinance to Amend and Extend Ordinance No. 4967 Amending the Grand Junction Municipal Code Regarding Neighborhood Meetings and to Allow for Alternative Hearing Procedures for Land Use Applications**

The purpose of this item is to amend and extend Ordinance No. 4923 for 90 days from the effective date of the proposed ordinance to allow 1) neighborhood meetings to be conducted virtually and 2) alternative hearing procedures.

Community Development Director Tamra Allen presented this item.

Discussion included making this permanent for the public benefit.

Councilmember Stout moved to continue to June 2<sup>nd</sup> the public hearing for an ordinance to make permanent Ordinance No. 4967 amending the Grand Junction Municipal Code regarding

neighborhood meetings and to allow for alternative hearing procedures for land use applications in the City of Grand Junction with a re-noticing of the hearing date. Councilmember Pe'a seconded the motion. Motion carried by unanimous roll call vote.

### **Contracts for Advertising Deployment, Ad Measurement, and Verification Service**

Visit Grand Junction (Visit GJ), the City's Destination Marketing Organization, deploys marketing toward potential high value visitors outside the area to promote year-round travel to Grand Junction during appropriate times of the year. The travel and tourism industry in Grand Junction enhances the quality of life for residents, ignites economic development, supports the workforce, and strengthens economic sustainability. Visit GJ has evolved into an innovative data-based marketing department. This strategy ensures that marketing initiatives are influenced by data and tracked accordingly, with significant return on investment measures. Visit GJ works directly with the advertising providers which results in trackable visitation and extensive reporting that can be attributed to Visit GJ's ad campaigns.

Through a formal solicitation, Visit GJ sought out advertising firms with the experience, resources, and expertise to provide managed-service and self-service advertising deployment, ad measurement, and verification services. This includes media attribution for conversions, utilizing control groups, and ad impression quality utilizing blockchain. Seven firms, AdTheorent, Centro, Foursquare, Conversant Epsilon, PlacelQ, Foursquare Placed, and Lucidity were chosen as options to provide a combination of advertising deployment, ad measurement, and verification services. Services, firms, and contracts will be determined as marketing strategies are implemented based on ongoing data, market analysis, and changing conditions. This request for approval from City Council is to allow Visit GJ to enter into service contracts with some or all of the above-selected firms as needed, depending on the campaign, season, or key performance indicator(s) Visit GJ is managing.

Visit Grand Junction Director Elizabeth Fogarty presented this item.

Discussion included that by providing these services in-house there would be an increase in expertise and staff attention, the projected return on investment for tourism is 30% of the City's annual sales tax revenue (\$42 million), the contract renewals are subject to annual appropriations, moving to in-house marketing will require additional staff, Grand Junction continues to surpass nationwide tourism trends, fund allocation will vary on advertising type/campaign/season and Grand Junction's top target advertising markets.

Councilmember Reitz moved to authorize the Purchasing Division to enter into advertising deployment, media measurement, and verification contracts. This includes: AdTheorent, Centro, Foursquare, Conversant Epsilon for advertising deployment; PlacelQ and Foursquare Placed for ad measurement; and Lucidity for ad verification; for an aggregate amount not to exceed, \$1,522,000. Councilmember Pe'a seconded the motion. Motion carried by roll call vote with Councilmember Simpson voting no.

**Non-Scheduled Citizens & Visitors**

Reagan Coolbaugh thanked Council for allowing her to lead the Pledge and appreciated the experience.

Gary Lucero requested that the Mantey Heights subdivision be allowed to opt out of the Patterson Road Access Control Plan and suggested reducing the speed limit on Patterson Road to 35 mph.

Richard Swingle thanked Council for serving and suggested Council packets contain fewer materials.

**Other Business**

There was none.

**Adjournment**

The meeting adjourned at 7:57 p.m.

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Wanda Winkelmann, MMC  
City Clerk

