



Grand Junction Forestry Advisory Board Minutes -Draft

June 4, 2026

Roll Call

Board Members Present:

Joseph Chandler
Mollie Freilicher
Dan Komlo
Kamie Long
Anna Stout
Tanya Travis

Board Members Absent:

Bill Cooper
Earl Perry

Guests Present:

Alicia Bradley
Amber Chelewski

City Staff Present:

Rob Davis, Parks Supervisor, Forestry and Open Space
Cameron Walters, Communications Specialist
Anna Wirth, Admin Specialist

Meeting called to order by Kamie Long at 8:34am.

The board introduced themselves to members of the marketing company.

Approval of Minutes

Molly Freilicher made a motion to accept the May 7 minutes. The motion was seconded by Kamie Long and carried unanimously.

Public Comments

No Public Comments.

New Business

Note July Meeting Date Change

The July meeting will be on July 9.

Tri-Fold – Marketing Company Presentation

Rob shared that he had spoken with Amber and Alicia from Colorado Greets, a marketing service that delivers welcome gifts and community information to new homeowners, regarding the potential distribution of the Forestry Board's tri-fold brochure. He invited them to present their services to the Forestry Advisory Board.

Amber explained that Colorado Greets welcomes approximately 150 new homeowners each month (1,800 annually) throughout the area from Mack to Palisade. The company uses recently sold home lists provided by realtors and currently targets homes valued at \$300,000 or more.

Greeters will visit new homeowners personally and ask if they are new to the area, giving more detail on the area as appropriate. During each visit, they give a 15–30 second overview of every participating organization. Welcome bags include brochures, coupons, gift cards, and promotional items from businesses and nonprofit organizations, such as hospitals, solar companies, home improvement businesses, salons, restaurants and physicians. Organizations may also provide promotional items such as cooling towels, sunscreen, lip balm, flashlights, or similar giveaways, all packaged in a reusable bag.

Colorado Greets collects contact information from homeowners, including name, address, phone number, and email address. Homeowners are also surveyed regarding services they are interested in, services they wish had been included, businesses they would recommend, and any additional comments. This information is shared with participating organizations.

The monthly participation fee is \$150 for nonprofit organizations, which is the rate the City would pay. Businesses pay \$450–\$500 per month. Participants may include multiple marketing materials, update those materials monthly, and cancel participation at any time. Amber suggested the possibility of sharing the cost with the City and including city information and event materials in the welcome packets.

Board members asked what percentage of homes visited are located within city limits. Colorado Greets was unable to provide that information but agreed to provide address data from the past three years so Rob could compare the locations with the city's GIS map.

Colorado Greets also noted that they are seeking a tree service company to participate in the program. Rob stated that he could not recommend an individual company but would ensure that all licensed tree service companies are informed of the marketing opportunity.

Amber explained that welcome baskets are never left at the door. If homeowners are unavailable, greeters attempt to contact them for up to three months. Renters also receive presentations and welcome baskets because only a small number of participating services are homeowner-specific. Renters are encouraged to pass along relevant information to the property owner.

The board also discussed public access to the city limits map and considered ways to make this information readily accessible to homeowners, such as QR codes on the tri-fold.

Alicia suggested including a promotional item, such as a frisbee, to help the Forestry Board's materials stand out among the contents of the welcome bag.

Following the presentation, Amber and Alicia left the meeting, and the Board continued discussing the marketing opportunity and associated costs. The Board discussed the continued need for public

education regarding city tree care and Anna suggested considering City Council involvement to help improve accountability for watering and maintaining city-owned trees.

Decision on Tri-fold Distribution

Joe made a motion to move forward with the *Colorado Greets* marketing service provided that over 70% of homes visited are located within city limits. Kamie Long seconded the motion.

The board then clarified that the required threshold would be 70% or greater. Kamie Long seconded the amended motion. The motion carried unanimously.

Yes - 5

No - 0

Recap – Master Gardener Event and Native Plant Conference

Mollie updated the board about the master gardener event which didn't see as many attendees as hoped and will have some changes next year.

Highlights at the Native Plan Conference were the arboretum downtown and city horticulture with approx. 170 people attending.

Forestry Bylaws

Jamie Beard was not present to discuss the forestry bylaws.

2026 Licensed Contractor Day of Service

Planned for September; will talk more about it next month

IRA Irrigation Grant

Kamie asked Rob if he planned to continue utilizing the IRA grant money and Rob said that he got another approval for \$50,000 which he would like to keep using. Will discuss more in July.

Market on Main starts July 9th

Rob reminded the Board that the first Market on Main event will be held on July 9. Clayton, Mollie, and Tanya will staff the Forestry booth.

Rob also informed the Board that the City will host a Touch-a-Truck event during Market on Main on July 23.

Rules and Regulations

The Board discussed the need to establish qualification and competency criteria for entities performing special project tree work, including fire mitigation, tree removal, clearing, and grubbing. Members discussed what minimum qualifications should be required for permit approval, such as chainsaw safety training and other relevant certifications.

Rob will continue researching qualification standards and bring additional recommendations to the Board for future discussion.

Forestry Updates

Hiring of New Seasonal Position Focused on supplemental Watering

New seasonal hire will run a water truck all summer.

New Arborist Starting June 8th

New arborist Bryce Luster will be starting Monday, June 8.

Proactive Pruning for Chip Seal in Orchard Mesa

The forestry crew recently completed proactive pruning in the Orchard Mesa chip seal project area and is transitioning into the City's seasonal tree pruning program.

Crews Moving into Focused Tree Pruning Season

Rob reported that he is working on building long-term maintenance cycles based on the City's tree inventory and tree size classifications. He noted that Grand Junction has a relatively young urban forest.

- Over 60% of the tree inventory measures 16" DBH or smaller.
- Approx. 24% of trees measure between 17"-28" DBH.
- Only about 6.1% of trees measure 29" DBH or larger, making these mature trees a high priority for protection and preservation.

A Rules and Regs meeting was scheduled for Thursday, June 25, from 8:30am-9:30am. Attendees will include Rob, Kamie, Mollie, Joe and Earl.

The meeting adjourned by acclamation at 10:13a.m.

Next Meeting – July 9 at 8:30 a.m.

Respectfully submitted,

Anna Wirth