

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
January 21, 2014

Called to Order:

Meeting called to order at 5:30pm by co-chair Brad Taylor. Those present from the Commission were:

Brad Taylor	Bob Fuller	Karen Jefferson
Frank Watt	Cliff Sprinkle	Dr. Bill Findlay
Eric James	Stacy Beaugh	Jason Bailey

Also present were Bob Fuller, City Council member with the City of Fruita, Bill Prakken with the Riverfront Foundation, Libby Collins with Mesa Land Trust (MLT), Bennett Price with the Town of Palisade, Mike Vendegna with City of Grand Junction Parks and Rec Department, Susan Justice member of the public, Bennett Boeschstein, City of GJ Councilman and Michele Rohrbach.

Approval – Claudette/Bob. Motion passed.

Announcements – Edgewater Brewery Riverfront fundraiser raised \$718. Katlyn with Edgewater would like to do again in the spring or this summer. Edgewater was very pleased with the turn out and increase in new people to the location.

Received donation from Tour of the Moon. Have received 2014 permit. In past it has been capped at 2,000 and would like to increase to 2,400.

New Business –

Claudette introduced Susan Justice; she has a fabulous portfolio of riverfront pictures.

Mesa Land Trust – Libby talked about the Monument Road Vision and what the public wanted to see along Monument Road. During the public process, approached by several landowners wanting to sell land to MLT for the Monument Road Vision. She presented the Monument Road Bookends project, two properties adjacent to the Three Sisters project which would help in connecting Monument Road with the Riverfront Trail and people from the Riverfront trail to Lunch Loop.

Bill Prakken reviewed the budget for the project being at \$825,000. Have received a grant of \$393,000, City of Grand Junction - \$150,000, \$70,000 for an estate and Gates Family Foundation \$40,000. Will mirror the Three Sisters project. With conservation easement on property, view shed will be protected. Currently, \$150,000 short of what is needed. Will be

asking RFF for \$25,000 to help towards the goal. Asking the RFC for support for the project, recognizing that this project isn't along the river but will help get public to the riverfront trail. MLT will deed it to the City once the project is completed.

Frank believes the RFC should support the project. Stacy asked about community support for the capital campaign fundraising on the Three Sisters Project. MLT was very successful in raising the funds needed on Three Sisters Project. Frank recommends the RFC support of MLT Bookends Project/Claudette second. Motion passed.

Brad talked about Mesa County not funding the Riverfront office for 2014. He thanked the Town of Palisade, City of Fruita and City of Grand Junction for their continued supported. He and Frank will be asking the RFF on Thursday for funding to cover the \$17,121 not receiving from Mesa County. Budgets is tight and continue to work hard at keeping the funding needs down. Brad stated he will ask the RFF to cover the shortfall. Bob Fuller asked about approaching other partners to give higher percentage. Discussed the situation regarding RFC lease and options if Mesa County doesn't renew lease. Cliff motion to approach RFF to make up shortfall/Jason second. Motion passed.

Brad stated Mesa County has money for easements but doesn't think they will use it for riverfront project. He talked about Skinner/Bennett properties and the cost of about \$400,000+. County has first right of refusal on Skinner when Skinner family wants to sell. Brad would like a motion to go to the RFF to have on radar screen when time comes to fundraising. Stacy made motion/Frank second. Motion passed.

Grass root effort for online donations. Karen talked about difficult to raise funds when don't have a real project to collect for. Capital campaigns are easier to get donations for. Discussed new donation module and that Karen and Michele will be working on levels and sustainer project before donation request letter goes out this spring.

Frank talked about meeting with Rocky Mountain PBS and spots to be aired to help get public educated on the riverfront project. Need to define what want to emphasize in the spots. Past spoke about history but would like to talk about continuing the project, recreation, economic development, green space, open space, water shed, music/festivals and park aspect, etc. Stacy asked what the focus is? Frank said need to decide number of spots (\$1,300 per spot).

Frank spoke about the VCB breakfast he attended this morning. He read off economic numbers for 2013, domestic vs. international tourists. Karen said need to go for local support as well as tourist so locals start going to community leaders to get more support. Frank would like to get some ideas to focus on.

There was no further new business.

Old Business:

Rack cards and tear off maps – Karen showed the group a draft of the tear off map that would be used at the VCB and Fruita Welcome Center, area hotels and bike shops.

Strategic Planning – Stacy will work on drafting something up.

Safety and Signage – Frank said that Greg Linza is aware that several of the emergency marker signs are starting to come apart. Greg will be going back to Bud Signs to see if can get the decals and then the entities will go back with their labor and redo the signs. Will hear on the El Pomar grant in March.

Brad talked about some of the news publications coming out in the new future. Brad spoke with the Sentinel about February 12th being deadline for their biking publication. Wants to see RFC logo in color print. Brad will forward out to the members the timeline that Karen worked on to all members.

Government Relations – Jason said he is reluctant to discuss with others until the RFC has a more strategic plan in place. Jason would like to come up with a plan of things to build support and awareness this year with 10 or 15 items.

History – nothing to report

Media Relations/Outreach – Nothing to report.

Updates:

Mesa County – Greg and Donna unable to attend.

City of Grand Junction – Bennett said they will look into potential office space. Mike and his staff are excited regarding the sign project. Las Colonias didn't receive funding. Will be going for another grant in this fall. Bennett P. asked if another opportunity to talk about Las Colonias event at Edgewater Brewery.

Town of Palisade – Bennett P. said nothing new to report.

City of Fruita – Bob said work has begun on Phase III and little bit ahead of schedule. Still tweaking parts of Phase II. Looking at dedication in spring when weather gets warmer.

KAFM – Bennett will be out of town. Frank did a great job last month. Will cancel this month unless someone wants to go on.

Committee Reports:

UTC – Nothing to report.

State Park – Pete said.

Public Comment – There was no public comment.

Adjournment – Meeting adjourned at 7:10pm.