

**COLORADO RIVERFRONT COMMISSION**  
683-4333

**Riverfront Commission (RFC)**

**Minutes**  
**February 18, 2014**

**Called to Order:**

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

Brad Taylor	Bob Fuller	Karen Jefferson
Frank Watt	Cliff Sprinkle	Dr. Bill Findlay
Claudette Konola	Jason Bailey	

Also present were Bob Fuller, City Council member with the City of Fruita, Bennett Boeschstein, City of GJ Councilman, Biz Collins with UTC, Bennett Price with the Town of Palisade Board of Trustees, Chip Norton and Tahnee Robertson with the Verde River Project out of AZ and Michele Rohrbach.

**Approval** – Pete Firmin asked for the “Pete said” to be deleted from the January minutes since no one can remember what was said. Bob/Dr. Findlay. Motion passed.

**Announcements** – April social will be with the Verde River group on April 9<sup>th</sup> instead of after the retreat.

Outdoor Heritage Day on Saturday April 26<sup>th</sup> – Michele passed around sign up sheet.

Striders Run on Saturday July 26<sup>th</sup> – Michele passed around sign up sheet.

Tour of the Moon on Friday, October 3<sup>rd</sup> and Saturday, October 4<sup>th</sup> – Michele passed around sign up sheet.

River Clean Up – waiting on date for this year. Once Michele knows, she’ll have a sign up sheet.

May 3<sup>rd</sup> – driving retreat tour. Will be looking at new Fruita Connection.

**New Business** –

Verde Valley River Project – Stacy introduced Chip and Tahnee and explained that the String of Pearls tour on April 10<sup>th</sup> and a welcome social on the evening of April 9<sup>th</sup>. Chip explained what they are looking to do in the Central Valley of AZ and use the Riverfront Project as a template for what they want to do in the Verde Valley. Tahnee explained that she’s a facilitator and has been working with many of the partners on this project. Stacy said this will be a great opportunity for publicity and to share info.

Mesa County Health Initiative – Brad updated the group on the County’s Health Department’s initiative to get people healthier with their “Built Environment”. Jeff offered technical assistances with grant writing if RFC should need it. Jeff will be on the March RFC agenda. Bill F. explained Great Outdoors Colorado’s new program to get kids outdoors. Bill and Frank are on the committee which has only met once.

Dream Catcher Half Marathon – Michele explained what the event was and Brad made a motion for the RFC to provide some swag for the event and post the event on our website. Claudette second. Motion passed.

Advertising – Brad explained that at the last meeting it was decided to go to RFF and ask for money to promote the RFC. Karen showed the group what will be placed in the Daily Sentinel and the Free Press and the Ride Magazine and the Play Magazine from the Free Press. The Ride Magazine goes to the VCB and hotels, bike shops, etc. The deadline came up really fast for these publications - it is soon so will only be promoting maps. Karen would like to tighten up the artwork and messaging with future ads.

There was no further new business.

Old Business:

Maps – Frank talked about a conversation with Rick Corsi with Mesa County GIS who is frustrated at not having maps available on the trails. Greg Linza said he liked to pilot the project and County will provide the map holders and cover the cost of the maps. Frank said he was happy to let Mesa County to take the lead on this and see what kind of complaints that might come from littering along the trail.

Question raised about the “proposed trail” from Las Colonias to 29 Road. Concerned that might be a problem.

Tear off maps – Karen explained that these map will be disbursed to the VCB, hotels and bike shops. Very easy to give someone traveling through to get to the trails.

Brad said he feels the need to minimize the confusion of trail and all the logos – only one trail – and really who cares how many maps are out there by the entities as long as all the info is consistent and coordinate with all entities.

Strategic Planning – Stacy drafted a strategic plan and is looking for input on it. Brad said she’s done a great job and that the task for the March meeting will be the mission statement and vision statement. She explained where she’s gotten the info for the plan and put the info where it made sense to her. Michele will forward the electronic version to the members to make comments to Stacy (include her phone number). Michele explained the problem she has when preparing grants and explaining the relation of the RFC and RFF.

Safety and Signage – Question asked what the El Pomar grant will pay for. Frank explained that those funds will be a trailhead sign with the RFC map done by Steve Smith with the City of Grand Junction.

Karen said she envisions that the long term signage project will include some kind of fold up map at the trailheads. Short term, Rick’s map would be okay but would like to go with the map RFC has developed.

Government Relations – Jason said nothing new to report. Brad asked Jason to think about talking points.

History – Brad said he is bouncing around the idea of going old school and doing an Annual Report.

Media Relations/Social Network – Nothing to report.

### **Updates:**

Mesa County – Frank said Greg has received the new stickers for the Emergency Service Markers from Buds Signs. Each entity will be responsible for replacing the defective stickers. Brad said need inventory of directional signs for the El Pomar grant.

City of Grand Junction – Bennett talked about the Brady Trucking 50' easement and that it was supposed to be recorded but hasn't been yet. Survey has been done but easement needs to happen now. Bennett said as soon as he sees the survey, he'll move it along. He also talked about the burned out house down along the Botanic Gardens. The house will be burned down by the Fire Department and cleaned up soon. City will be applying for another GOCO grant for Las Colonias. Michele told Bennett about the conversation Paul Nelson had with Wade Haerle and how GOCO didn't feel the letters of support in the first application were that enthusiastic.

Town of Palisade – Bennett P. updated on the bill for the shooting range and proposed trails on the facility. Will even show the connecting bridge to get from Palisade to Island Acres. Colorado Parks and Wildlife will be the owners.

City of Fruita – Bob updated the conversation that Clint Kinney and Michele had this morning about not having a dedication ceremony for Phase II with Phase III being done completed possibly as early as August. RFC members agreed to wait on the ceremony until Phase III is done. Bob said the PUC told the Rail Road to work with Fruita.

KAFM – Brad volunteered to be on the air on 25<sup>th</sup>.

New member recruitment – Brad said need to recruit potential new members.

### **Committee Reports:**

UTC – Biz said UTC is working on prioritize roads with connections within the City and County. Working small plans rather than big plans. Looking at a doing another Walking and Biking Summit in Spring of 2015.

State Park – Pete talked about putting up some new signs in the park and had questions about the El Pomar grant and if the park will be recipient of some of those funds. If don't receive the grant funds, will tap into the first year fund of Tour of the Moon donation.

**Public Comment** – Stacy thanked the RFC for being so successful at Edgewater Bottle Beer Give Back. Edgewater was thrilled and contacted the Tamarisk Coalition to do something for them and they will be down there this week.

Brad said he met with Mike Bell with the Rock Slide and that he is interested in doing a fundraising for RFC.

Stacy asked if the RFC has ever worked on the Blue River Project.

**Adjournment** – Meeting adjourned at 7:05m.