

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

October 15, 2014

The City Council of the City of Grand Junction convened into regular session on the 15th day of October, 2014 at 7:00 p.m. in the City Auditorium. Those present were Councilmembers Bennett Boeschstein, Martin Chazen, Jim Doody, Duncan McArthur, Sam Susuras, Barbara Traylor Smith, and Council President Phyllis Norris. Also present were City Manager Rich Englehart, City Attorney John Shaver, and City Clerk Stephanie Tuin.

Council President Norris called the meeting to order. Boy Scout Troop 358 was in the audience and led the Pledge of Allegiance, followed by a moment of silence.

Presentations

September Yard of the Month

Forestry Supervisor Tom Ziola was present. Mr. Ziola thanked Council for their support of this program, specifically Mayor Pro Tem Chazen for participating on the Forestry Board and being one of the judges this year. He introduced Forestry Board Chair Kamie Long and thanked her for her leadership. Ms. Long presented the September Yard of the Month to Ted and Linda Koeman located at 856 S. Haven Crest Court. The winners were not able to attend. Ms. Long said they were happily surprised to have been chosen. She thanked Council for their support and mentioned the Forestry Board and Parks and Recreation will be holding a workshop on trees in December. Everyone is invited to attend.

Councilmember McArthur asked for the Yard of the Month selection process to be explained. Ms. Long explained all yards within the City limits may be nominated by the owner or someone else. Three people are chosen to evaluate the visual appearance of the yard that can be viewed from the street. The judges use the following criteria: overall appearance, neatness as evidenced by pruning, trimming, and shaped foliage, and defined lawns, borders, and flowerbeds.

American Planning Association (APA) Colorado Chapter 2014 Merit Award Honoring the City for its North Avenue Zoning Overlay District and Public Process

This award was presented by David Thornton, Principal Planner. Mr. Thornton introduced Poppy Woody from the North Avenue Owners Association, and read the

reason for the award. Mr. Thornton thanked everyone involved for their hard work, in particular Councilmember Susuras and the North Avenue Owners Association. He said it was a pleasure to present this award to Council.

Ms. Woody said this was a very emotional planning process and she appreciated the effort and outcome on North Avenue.

Proclamations

Proclaiming October 19, 2014 as “CROP Hunger Walk Day” in the City of Grand Junction

Councilmember Boeschenstein read the proclamation. Present to receive the proclamation was Joel Prudhomme, Communities Responding to Overcome Poverty (CROP) Representative. Also present were Judy and David Herr. Mr. Prudhomme said this is the 27th year a CROP walk has been held in the Grand Valley. He detailed some of their fundraising efforts, goals, and needs within the community. He thanked the City Council.

Proclaiming the Week of October 15, 2014 to October 24, 2014 as "Teen Driver Safety Week" in the City of Grand Junction

Councilmember Traylor Smith read the proclamation. Present to receive the proclamation was Robin Beagle and Steve Kendrick from State Farm Insurance. Mr. Kendrick said this is the third year State Farm has had this program. He explained the effectiveness of this program and some of the prizes that will be awarded. He then asked for community help so that R-5 can gain enough votes to win one of the cash awards. Delta High School won \$25,000 last year. Ms. Beagle introduced Stacy Almarez and Jasmine from R-5 School; they described the situation at R-5 School and how this award could help. Jasmine said the money could go toward so many things that would help the school and the teachers, both of which have provided needed support for the students. Jasmine asked for community support and said anyone can help by voting once a day through October 24th on www.celebratemydrive.com. Ms. Beagle invited anyone who does not have a computer to come to their State Farm office to vote and then thanked the City Council.

Proclaiming the Week of November 2, 2014 to November 8, 2014 as “Childhood Cancer Awareness Week” in the City of Grand Junction

Mayor Pro Tem Chazen explained the significance of the purple shirts and encouraged purchasing a shirt to support the Delaney Donates Foundation. Mayor Pro Tem Chazen read the proclamation. Present to receive the proclamation was Ken Watkins, Grand Junction Fire Chief, who was accompanied by Delaney's grandparents Suzie and Rick Smith. Chief Watkins thanked the City Council for their support and donations, and

thanked the City Clerk staff for their support. Chief Watkins explained Pink October and introduced Richard Rupp, Palisade Fire Chief, in the audience. He asked Mr. Smith, retired Fire Battalion Chief, to speak to Childhood Cancer. Mr. Smith said Delaney would have like to have attended but is in Denver Children's Hospital. He explained how the Foundation started and evolved, and thanked the other fire departments in Mesa County for their support. There are about 380 names and signatures on the Pink Fire Truck which is housed at the Palisade Fire Station. The Foundation has been able to help quite a few families through this and a number of other fundraising events. He thanked the City Council on behalf of Delaney. Although it has been a roller coaster ride over the last four years, she is doing real well and has a fantastic team helping her. She has also done some work in Washington, D.C. in support of Childhood Cancer Awareness.

Councilmember McArthur applauded all their efforts to support kids with cancer, their families, and how special they have made this little girl feel.

Citizen Comments

Bruce Lohmiller, 445 Chipeta Avenue #25, addressed the City Council regarding a note from the Governor he then sent to City Attorney Shaver regarding the reluctance to prosecute based on the due diligence issue. He wanted to know if any decision had been made regarding his proposal for Whitman Park. He said the director of HomewardBound is looking at setting up a warming tent.

Rich Schultz, 362 ½ Martello Drive, said he had about half a dozen questions. He asked the status of the American Civil Liberties Union lawsuit on the panhandling ordinance that was passed several months ago, how much money has been spent and is anticipated to be spent on attorney fees for this case. He mentioned a shooting on Grand Avenue that happened several weeks ago where a man was shot about ten times; he asked what occurred, and if the City is in litigation over this. There has not been any media coverage of this case. His third question was how much has been spent in the Downtown Development District on recent projects, such as the Avalon Theatre, Two Rivers Convention Center, and the Main Street and Colorado Avenue reconstruction.

Ronald Pollard, 2044 Jordan Court, addressed the City Council regarding a multi-purpose vehicle project. He thanked the Council for allowing him to do some "discreet begging" and then presented his idea to allow a different class of vehicle on the roads. These are multipurpose vehicles that are sometimes called, All Terrain, Side-by-Side, Utility, or Off Highway vehicles. He distributed pictures and reviewed all the safety equipment and standard features that make it safe for driving on public roads. He researched what other cities and states allow, and found several Colorado cities and towns have begun to authorize the use of these vehicles as allowed by the State. Mr.

Pollard said owners would be willing to buy a permit that would allow them to drive these cars on public roads; the State will not issue license plates for these vehicles. He gave the City Manager additional information for him to consider. Mr. Pollard's plea is to stop vehicle profiling and grant the freedom to create a new opportunity.

Council President Norris recognized students in attendance from a Colorado Mesa University (CMU) public safety class and thanked Boy Scout Troup 358 for leading the Pledge of Allegiance.

Council Comments

Councilmember Traylor Smith attended the opening of the CMU Art Gallery on October 3rd. The gallery is in the same space as the Downtown Development Authority (DDA) offices and the art will be displayed there. On October 4th she went to STRIVE's fourth annual "Rollin' on the River" fundraising event and then went downtown to celebrate "Oktoberfest" with Mayor Pro Tem Chazen who tapped the keg as part of the official start and read the proclamation for the honorary Mayor. Councilmember Traylor Smith also attended the Colorado Municipal League (CML) meeting that was held in Parachute. The discussion centered on regional problems and how best to solve them. She then attended the Housing Colorado Conference dinner in Beaver Creek where the Grand Junction Housing Authority's (GJHA) Next Step program received their 2014 Eagle Award.

Mayor Pro Tem Chazen attended the DDA Business Improvement District (BID) meeting where they reviewed the 3rd quarter financials and some of the financial plan for the BID. On October 2nd many from Council toured the newly remodeled HomewardBound facility. The inside is utilitarian with nothing fancy, but it will serve its purpose well. They did a good job, especially with the restricted funding.

Councilmember Boeschstein also attended "Oktoberfest" and on October 15th he attended two events: Community Hospital's groundbreaking ceremony and the Horizon Drive Authority Business Improvement District meeting. He then commented on how strong the medical service industry is in the valley and how the City partners with them, in part through infrastructure upgrades. He is looking forward to the upcoming Horizon Drive roundabouts and the "Art on the Street" project which will be similar to "Art on the Corner" on Main Street.

Councilmember McArthur attended the Housing Now Colorado conference in Vail. There were about 600 attendees and the topics revolved around affordable housing. Grand Junction was featured in a number of program discussions, by two speakers, Doug Karl from HomewardBound and Harry Weiss from the DDA, and the GJHA was presented with their Eagle Award in recognition of their Next Step program. Councilmember McArthur stated his primary reason for attending was to learn more about permanent support housing; he was encouraged to find there are private partnerships forming to help

with these issues and projects such as HomewardBound's upcoming family housing unit. He is hoping to tour similar facilities that are under construction in Boulder and Fort Collins; he will report back to the Homeless and Vagrancy Committee.

Council President Norris mentioned the City was a pacesetter for the United Way fundraising campaign. She expressed her appreciation to City employees for raising \$64,000 and supporting the community through United Way. She too attended the Community Hospital ground breaking ceremony and went to the CML meeting in Parachute with Councilmember Traylor Smith. The City will be highlighted in several CML ads highlighting how the community worked together to raise funds for the Avalon Theatre project. She is looking forward to seeing the ads.

CONSENT CALENDAR

Councilmember Doody read Consent Calendar items #1 through #5 and then moved to adopt the Consent Calendar. Councilmember Boeschenstein seconded the motion. Motion carried by roll call vote.

1. **Minutes of the Previous Meeting**

Action: Approve the Minutes of the October 1, 2014 Regular Meeting

2. **Setting a Hearing on Zoning the Fire Station No. 4 Annexation, Located at 2880 B ½ Road** [File #ANX-2014-341]

A request to zone the 4.760 acre Fire Station No. 4 Annexation, located at 2880 B ½ Road, to R-4 (Residential 4 du/ac). This property is being annexed into the City.

Proposed Ordinance Zoning the Fire Station No. 4 Annexation to R-4 (Residential 4 du/ac), Located at 2880 B ½ Road

Action: Introduction of a Proposed Zoning Ordinance and Set a Public Hearing for November 5, 2014

3. **Setting a Hearing on Zoning the Proietti Annexation, Located at 782 24 Road** [File #ANX-2014-321]

A request to zone the Proietti Annexation, consisting of one parcel of 8.939 acres, located at 782 24 Road, to a C-1 (Light Commercial) zone district.

Proposed Ordinance Zoning the Proietti Annexation to C-1 (Light Commercial), Located at 782 24 Road

Action: Introduction of a Proposed Zoning Ordinance and Set a Public Hearing for November 5, 2014

4. **CDBG Subrecipient Contract with Hilltop Community Resources, Inc. for Previously Allocated Funds within the 2014 Community Development Block Grant (CDBG) Program Year** [File #CDBG-2014-04]

The Subrecipient Contract formalizes the City's award of \$10,320 to Hilltop Community Resources, Inc. Allocated from the City's 2014 CDBG Program as previously approved by Council. The grant funds will be used to expand services at the Latimer House, particularly for children's programs and activities.

Action: Authorize the City Manager to Sign the Subrecipient Contract with Hilltop Community Resources, Inc. For \$10,320 from the City's 2014 CDBG Program Year Funds

5. **2014 Street Overlay and Paving Project - Change Order #2**

The City contracted with United Companies for the 2014 Street Overlay and Paving Project. This request is to authorize the second change order to the contract for repair of a portion of 29 Road between Kathy Jo Lane and 241 29 Road damaged in part by a Ute Water Conservancy District water line break. The City has negotiated and recently finalized an agreement with Ute Water to pay their portion of the damage due to the water line break. If approved, this work will be completed this month.

Action: Authorize the City Manager to Sign Change Order #2 with Old Castle SW Group Inc., dba United Companies, in the Amount of \$182,429.71

ITEMS FOR INDIVIDUAL CONSIDERATION

Ambulance Billing Services Contract

This request is to authorize the City Purchasing Division to contract with Wittman Enterprises (WE) of Rancho Cordova, California for ambulance billing services at a cost of 4.9% of net collections.

Ken Watkins, Grand Junction Fire Chief, introduced this item. He explained it is a user fee based service. The fees are set by the County Commissioners every year. This service is one of the larger revenue generators for the City. There are currently four finance technicians in the ambulance billing department. Medical billing services are complex due in large part to the City's diverse payer mix, complying with federal and financial regulations, and patient confidentiality issues. From 2006 to 2010, the City contracted for billing services. At that same time the Fire Department EMS services were also contracted. In 2011 Emergency Medical Services (EMS) became a core service of the City's Fire Department and billing services were again reviewed with the following goals in mind: improved customer service, reduced expenses, and increased revenues. At that time the decision was made to bring the billing services in-house. This year, the

Fire Department partnered with Finance and Human Resources to re-evaluate the process; considerations were maintaining service levels with increased volume, adapting and complying with the changing healthcare system, and looking for ways to increase efficiency with the increased volume. The evaluation produced two recommendations: either to hire a full time supervisor with a financial and medical billing background, or to take the operation to the next level through out-sourcing. Also a pilot program was instituted that has made positive operational changes in the field; one person per shift deals with training, patient care, compliance issues, and most importantly, properly processing the patient care reports with all the appropriate signatures. In order to make a complete comparison of in-house versus third party billing, there was a Request for Proposal (RFP) sent out. Once the RFP's were reviewed, the decision was made to outsource the billing which will enable the Fire Department to concentrate on and maintain a high level of their core services which are patient care and customer service. Customer service was a key consideration and out sourcing the billing will allow the Fire Department to keep one person in the office for face to face billing questions. These changes will also allow the capacity for growth by maintaining the pilot program in the field, improving services to local healthcare facilities, reducing operational costs, and possibly increasing revenue. This has been a difficult decision because it will require elimination of two and possibly three positions. Staff is working with Human Resources to reassign or help transition those who are currently in these positions. There were 14 responses to the RFP; Wittman Enterprises (WE) has been selected as the finalist based on their specialized knowledge of the healthcare laws, they handle ambulance billing exclusively, and efficiency. They serve over 100 clients and process over 375,000 claims annually with 117 employees. Cost of the service will be 4.9% of net collections.

Councilmember Traylor Smith asked how many organizations do specialized EMS billing. Chief Watkins said this is a growing industry. In August he saw 12 -15 exhibitors at the International Fire Chief's Conference, which surprised him. Councilmember Traylor Smith noticed WE customers are all located in western states. She then asked if there are more providers in the country than just the ones that submitted RFP's to the City. Chief Watkins said there probably are hundreds that do this type of work, but those that submitted an RFP were based in the west. He commented that the City of Westminster uses WE and are happy with them. Councilmember Traylor Smith asked if Westminster felt WE was keeping up with the Affordable Care Act (ACA) changes. Chief Watkins clarified that the City Fire Department is up-to-date with the ACA, but these companies specialize in this type of billing.

Councilmember Doody agreed with the decision to outsource the billing. He then asked how the City compares with the national rate of collection. Chief Watkins said the payer mix contributes to the rate of collection. The economy and the City's payer mix both factor largely in the collection rate; the City has a high percentage of Medicare and Medicaid clients, making collection amounts less because of contractual arrangements,

and with the depressed economy more people have enrolled in Medicaid; the ACA might help. Other communities may have a higher collection rate if their payer mix relies more on private insurance. Councilmember Doody remembered the collection rate in 2010 was around 29%, but thought the current rate was higher. Ms. Romero said it is currently 60-67% over the net amount after contractual rates.

Councilmember Chazen agreed maintaining compliance is complex and difficult. He asked if WE gave any type of compliance guarantee, for example, if there is a billing error, will they re-bill and cover any liability. Chief Watkins explained that their employees have specific jobs, and if a bill is processed improperly, it will be rejected and an employee will figure out why; it usually gets worked out over time.

City Attorney John Shaver said the liability is inherent with breaches of confidential and privileged information and the agreement does address those factors, especially if it is willful or wanton. However, with the fluid nature of the ACA and HIPAA (Health Insurance Portability and Accountability Act) and the HITECH (Health Information Technology for Economic and Clinical Health) Act, there is not express indemnity for a mistake unless it is willful, wanton, or a breach. Councilmember Chazen asked if the new procedure of capturing data from the field is in place as part of the transition to outsource, and will it place a burden on the field personnel. Chief Watkins said the field personnel would be required to capture the data whether the billing was processed internally or outsourced. The requirements for the position are the same. This is an important piece which requires a lot of training to ensure accuracy, especially in the patient narrative and gathering all the required signatures. Regarding the administrative piece, WE uses the same billing software as the City, so no additional training will be required to use the client portal. Councilmember Chazen asked how long the contract stipulates the 4.9% collection fee will be in effect. Chief Watkins said that rate is contracted for three years, but the contract is renewed annually with an option to renew for another two years for a total of five years.

Councilmember Boeschstein asked what the City's cost is to transport vagrant and homeless individuals. Chief Watkins referred to EMS Chief John Hall and asked if Councilmember Boeschstein was asking about multiple transports on one individual.

EMS Chief Hall said since they began billing in 2005, the City has written off about \$1.5 million. However with the ACA, hospitals are very diligent about enrolling these folks in Medicaid and since this change the City has been reimbursed pennies on the dollar; before the City did not receive any reimbursement.

Councilmember Boeschstein mentioned that not all vagrant and homeless transports are being taken to St. Mary's Hospital.

Councilmember McArthur asked how WE deals with write-offs and if they are addressed in the agreement. Chief Watkins said write-offs are common in many communities and

WE does their best to collect, which is why the pay structure is based on net collections. Councilmember McArthur asked where they are located. Chief Watkins said they are based in Rancho Cordova, California, and the City will continue to use a local collection company for debt WE is unable to recover. Councilmember McArthur asked how their fee compares to the cost of in house billing. Chief Watkins said the fee will be a little higher than the cost of the two eliminated positions.

Council President Norris asked what the cost comparison was to add a supervisor versus outsourcing. Chief Watkins said the cost for WE is estimated at \$122,000 in 2015, which is roughly the same as the salary and benefits of the two eliminated positions. The cost of adding a supervisor would be about \$80,000 which would increase the cost of billing in-house by that amount. Council President Norris surmised the City would be ahead if it proceeded with the contract. Chief Watkins concurred and mentioned there would be other cost savings through decreased training and operating costs in the amount of \$35,000 - 40,000 per year. Also adding a supervisor would not fully deal with all the issues they are looking to solve, such as complying with regulations and future growth. He also added there is a possibility to reduce their staff by another employee or split the employee's time between billing and other administrative functions.

Council President Norris asked Chief Watkins to review the customer service piece. Chief Watkins began by saying the City had two big issues with the former private contractor. One was clients didn't understand why payments were mailed to a different city, which will probably be the same with this company, but they are looking into a solution. A bigger complaint was our client's inability to speak directly to a person. If the City is able to outsource with WE, there will still be an administrative person that will be able to access a client portal and help customers. An 800 number option will also be added and WE guarantees the calls will be answered within a short amount of time. Council President Norris asked if the City currently uses a collection agency and if that would change. Chief Watkins said the City will continue using a local collection agency for debts WE is unable to collect after a certain amount of time; WE is only a billing company.

Councilmember Traylor Smith asked if a person answered their 800 number or if the caller would be funneled through a menu system. Chief Watkins said a live person answers the number.

Council President Norris stated this is not a public hearing, but said a citizen would like to make a comment and asked them to step up to the podium.

Dennis Simpson, 2306 E. Piazza Place, commented on the staff report. He read that the City would save \$36,000 by out sourcing the billing and therefore eliminating two positions. He felt it is a good idea, and it was a big mistake to bring the billing in house in 2010. He wanted to comment most on the statement in the report that said WE can save

the City 10-20% due to their specialization, experience, and efficiency. If true, it is very possible that the City will have left one-half million dollars per year on the table and has therefore lost two million dollars over the last four years by keeping the billing in-house. He suggested Council look for a company to audit existing systems in order to identify cost savings in other areas and processes. He thinks this would not cost the City anything, but feels a company would be willing to be paid based on a percentage of the cost savings they found.

Councilmember Chazen moved to authorize the City Purchasing Division to enter into a contract with Wittman Enterprises for Ambulance Billing Services. Councilmember Traylor Smith seconded the motion. Motion carried by roll call vote.

Economic Development Branding and Marketing Plan Contract

This request is to authorize the Purchasing Division to award a contract to North Star Destination Strategies for an Economic Development (ED) Branding and Marketing Plan.

City Manager Rich Englehart introduced this topic, and explained Elizabeth Tice's position as Marketing and Legislative Liaison, and Deputy City Manager Tim Moore's role in this project. Mr. Englehart asked Mr. Moore to provide an update on the internal contributions to ED.

Deputy City Manager Tim Moore explained the internal functions of the planning side as it relates to ED; the Planning Division's primary role is to efficiently review and approve new development projects measured against the City Council's goals. Planning works with a large spectrum of customers and the goal is to walk each of them completely through the process in order to reach their goal. For smaller businesses, some costs may be prohibitive, and many times a team member is assigned to their project helping them pull maps, compose narratives, and anticipate problems. An example of this collaboration is the Silo Adventure Center located at 715 S. 7th Street; the owners had a vision of a climbing wall business at this site. They had the opportunity of talking with Councilmember Susuras and his wife and were directed to the Planning Division where they were able to lend them assistance. Larger businesses that build all over the country typically already have a template and design, and have a plan as well as the background to get through the process. The City's goal in these situations is to be available for anything they do need and make sure they meet City goals. An example of this is the new Federal Express Ground building which will be a 48,000 square foot building when completed. After their plans were approved, they had to make changes. They came back to the Planning Department and within two days the Planners had the needed changes made and approved. There are also unique projects such as the Home Depot parking lot; they carved out an area of their parking lot to subdivide. When it sold; the Planning team helped the new owners utilize and maximize the site. This is the type of exceptional customer service the Planning Division strives to provide and positive

feedback has been received from all these customers. The second way the Planning Division helps provide ED opportunities is looking for roadblocks in the Zoning and Development Code and finding ways to streamline the process. Mr. Moore pointed out one project in a mixed use rezone; the Code provisions were not flexible and didn't allow outdoor display and storage. Council reviewed the situation and changed Zoning and Development Code based on what is best for the community; as a result the Planning Division has received two dealership plans that look to provide forty, \$55,000 a year jobs. Mr. Moore explained the difference between major and minor site plans, and mentioned they are reviewing other changes that may allow different types of form based zoning, and longer periods of time to complete all phases of a project. The Planning Division will be proposing an addition to the Zoning and Development Code to allow vacation home rentals; this is currently being reviewed by the Planning Commission (PC) with the hope of presenting it to Council soon. These are some of the ways the Planning Division works internally to encourage ED.

Councilmember McArthur mentioned that having a mixture of housing types is one of the City's goals. The housing market continues to make adjustments regarding house sizes, energy efficiency, and housing types. He asked if it is time to revisit lot size requirements within subdivisions, keeping in mind how easements dictate lot size. Mr. Moore agreed saying they have talked about mixed use housing projects, and he will add this to the list of things being considered by the PC including addressing roadblocks in the Zoning and Development Code. Councilmember McArthur said a feature of form based zoning is flexibility and the City should make that option available in exchange for other requirements making it more desirable for a wider range of people.

Councilmember Boeschstein appreciates what Mr. Moore has done, but cautioned him there can be nice multifamily projects and disastrous ones. The key to good projects is site plan review.

Elizabeth Tice, Marketing and Legislative Liaison, addressed the proposal to enter into a contract for a branding and marketing plan. Ms. Tice mentioned one of the goals of the Economic Development Plan passed by City Council in May was to market the strengths of the community. She reviewed the plan to solicit a company for marketing which included discussions with the ED partners and the community; they reviewed what they are currently doing, their strengths, and what they saw as future opportunities. Areas identified as needing more attention were community wide marketing and support. She listed the items included in the Request for Proposal (RFP). The RFP was written so that tasks could be split between companies. She listed the proposal evaluation criteria and the experience of the companies submitting proposals. The list was narrowed down to four and their references were checked. North Star Destination Strategies (NSDS) emerged as the top company. She identified their strengths. Ms. Tice explained the

company's proposed process which includes education and buy in, research and planning, insights, creativity, action, and a 12 month evaluation.

Councilmember Traylor Smith mentioned this is a unique company and clarified these services are not available locally. She asked about the components of the creativity phase, and wanted to make sure this is not part of the implementation phase. Ms. Tice said she is correct; the City will be able to consider local options to implement the findings for the creativity phase. Councilmember Traylor Smith then asked if NSDS would do the industry cluster analysis and if it included all the components the City wanted. Ms. Tice said they confirmed with the company president that the cluster analysis will include all the areas the City wanted. Councilmember Traylor Smith asked why the analysis is important. Ms. Tice said this type of analysis has been done individually, but not as a community, so it has not been a thorough analysis. This cluster analysis will allow the community to see where areas overlap and what other businesses can be brought into the cluster that would benefit the area.

Councilmember Doody commended Ms. Tice on the good work.

Councilmember Chazen expressed his appreciation for the work done by Ms. Tice, Staff, and the ED Partners. They have all taken this to heart, and it is nice to see this group effort produce results. He then asked if this is passed, will the ED Partners be working concurrently to prepare for the plan execution and when will results be seen. Ms. Tice said all the ED Partners are excited about the outcome and will be ready to deploy resources upon completion of the plan. During the process, they will be able to track research and survey results which will allow them to understand existing perceptions. She did ask NSDS which part of the process takes the most time and if there is a way to speed up the process without compromising the integrity. The company president reviewed the options and felt the project time could be cut by 20 to 25%. Councilmember Chazen asked if the \$137,000 cost will be paid solely by the City or if the other participants will be contributing. Ms. Tice is waiting to hear from the County about their ability to contribute but the other partners have no plans to contribute financially. Community Development Manager Kathy Portner has identified a couple of grants that could be reasonably obtained, a Department of Local Affairs (DOLA) grant in the amount of \$25,000 which can be applied for in December and a Federal Economic Development Agency (EDA) grant that is a 50-50 match up to \$80,000 looks promising. Councilmember Chazen again thanked her and he looks forward to supporting this.

Councilmember Boeschstein thanked Ms. Tice and mentioned he had worked on these types of plans and received grants. He let her know that EDA grants are only awarded to metropolitan areas so the County would have to participate in order to be considered. He then asked if the City will be doing a plan for the whole County since the other ED Partners are not participating. If this plan is just for the City, he feels it is too limiting and would like to know if Fruita, Palisade, De Beque, and Powderhorn are

partners. He mentioned Fruita's business park at the site of the old refinery and their mountain biking as well as Palisade's fruit and wine industry which should be included. Ms. Tice apologized for not explaining the full intent of this plan; it is meant to be as complete and regional as possible. Fruita and Palisade will always be a part of the discussion and analysis. One person from the City and County are on the ED Committee and even though Fruita and Palisade will not be on the Committee, they will be part of the process. Councilmember Boeschenstein said he will support this and hopes it will be a regional study.

Councilmember McArthur asked if the City had approached the others about participating financially. Ms. Tice said they had approached the County and the other ED Partners. She is waiting to hear back from the County, but the others do not have the funding. However, they would be willing to forgo grant opportunities in support of the City's grants. Councilmember McArthur asked to what extent their participation will be. Ms. Tice said the ED Partners will be considered stakeholders and be involved in the discussions and surveys. She has also reached out to the local councils and Rich Sales of Palisade and the new Fruita City Manager will also be on board. Councilmember McArthur feels the City needs to go forward with this.

Mr. Englehart said the execution is the most important part of this process; the other entities will be contributing to the marketing dollars.

Council President Norris asked for the partners to be named. Ms. Tice listed the partners: Mesa County, Colorado Mesa University, Grand Junction Economic Partnership, the Business Incubator, the Chamber, and the Workforce Center.

Council President Norris mentioned the City has always been a partner with the others in the valley and this is just one step in the ED Plan. She thanked Ms. Tice and Mr. Moore.

Councilmember Traylor Smith moved to authorize the Purchasing Division to enter into a contract with North Star Destination Strategies for an Economic Development Branding and Marketing Plan in an amount of \$137,000. Councilmember Boeschenstein seconded. Motion carried by roll call vote.

Non-Scheduled Citizens & Visitors

There were none.

Other Business

There was none.

Adjournment

The meeting was adjourned at 9:22 p.m.

Stephanie Tuin, MMC
City Clerk