

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
January 20, 2015

Called to Order:

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

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

Also present Julie Sabin and Biz Collins with Urban Trail Committee (UTC), Pete Firmin with Colorado Parks and Wildlife, Bennett Price, Town of Palisade Board Member, Greg Linza and JoCarole Haxel with Mesa County, Bennett Boeschentien, Council Member with the City of GJ, Dean Harris, public and Michele Rohrbach.

Approval of Minutes – Claudette/Larry. Motion passed.

Announcements – Need a volunteer for 2015 Walking & Biking Trail Summit to man booth. Bill and Claudette volunteers (will split all day shift).

Updates -

Mesa County – Greg said no real update. Weather has been good. He said had a question from law enforcement about accessibility to riverfront trail. He would like to have all the entities pulled together to have a discussion regarding the commonality for emergency access. Brad said he'd be happy to put a meeting together. Greg introduced JoCarole. JoCarole said she'd love to have trail connections to the Fairgrounds, especially to the Old Spanish.

City of Fruita – Bob said nothing new to update. Executive session tonight on the Compton property and got an extension on their grant and need to get the project started so they don't lose \$850,000 grant funds.

Bennett said the Fruita Rotary asked about the Old Fruita Bridge and the Rotary would like to take the project on. He stated it isn't in the City of Fruita limits but Katie Stevens with the BLM attended the Rotary meeting and expressed some interest. Bridge accesses BLM land so perhaps could use some BLM funds to go for grant.

City of Grand Junction – Question asked about section that washed out by Banana’s and what and when will it be fixed. Bennett said they thought they had it fixed but it didn’t work and engineers are back at work to fix the problem.

Bennett said that they’ve had first design meeting on the amphitheater. Design team is from Aspen area and amphitheater is being design similarly to one in Salt Lake. Ground breaking soon and all RFC members will be invited.

Town of Palisade – Nothing to report.

Colorado Parks & Wildlife – Pete said work continues tamarisk removal. State has a new accounting system and it has delayed the concrete trail and concern with timing for water level and fixes in the software bugs. Discussed the heaving and concrete buckling and what RFC can do to help move the repairs.

New Business –

2015 Walking & Biking Trail Summit - Julie and Biz presented info on the Walking and Biking Trails Summit for 2015 on Friday, March 13th from 8:30am and 4:30pm at Two Rivers Convention Center. Biz asked all RFC members to help with the public outreach. Looking for a diverse group to attend. Registration is \$10 includes continental breakfast and lunch. Ralph Becker, Mayor of Salt Lake City is keynote speaker.

Fundraising goals – Passed around a breakdown of 2014 donations. Karen explained that the Concert Series (CRCS) is the number one fundraiser for the Riverfront Foundation. Stacy explained the “Action Items” and what is currently being done now.

Need RFC members to help with finding new CRCS sponsorships. Karen asked for RFC members to get info to Michele and her so Concert Series team members can go and meet with new contacts.

Question asked about legacy giving. Karen said need to come up with an action plan. Stacy thinks it would be a good passive option on website rather than a full bore marketing approach.

Brad thinks that the concert series needs concert goers to pay to attend rather than be free. There are some restrictions on the deed to use the State Park in Fruita.

Stacy said that there are ways to sell to donors – each RFC members to encourage users to support the RFF with donations.

Karen would like to get a group together to further brainstorm. Look at other organizations and what’s working for them and maybe downsize to fit more along the lines of the RFC’s small budget.

Group to focus on overall marketing plan – Frank, Brad, Karen, Michele, Eric, Stacy, and Cliff.

Water trail designation – Frank said Stacy did some really good research. The Blue Trail is more programmatic. Can't really see if being much benefit for the Riverfront Trail and focus on some other programs.

There was no further new business.

Old Business:

Advertising – Brad talked about the magazines that the RFC was in last year and this year the Ride magazine is due in February. Karen said the website hits spike when advertise in the newspapers. She asked how to frame if continue to advertise. Brad would like to get a group together that will fit and work with the Strategic.

Rocky Mountain PBS spots should be airing this year. Frank thinks whatever message we want should tie into whatever ads run. Karen reminded him that the spots do not have a call to action because the target audience is Front Range and Pueblo.

Eric thinks really need to have a call to action before starting a campaign.

JoCarole said to think of media partners to think of them as potential donors and to get the media to provide advertising costs as in-kind.

Safety and Signage – Frank said new signs are up in Palisade and City of Grand Junction. Few are up in Mesa County. Pete and Greg will be meeting this week to talk about State Parks signs.

Media and Facebook – Karen said nothing new to report.

Brad said that the Tour of the Moon has been approved for 2015. No guarantee if the event will return next year.

Anonymous Volunteer Bronze has been tagged so the City would like to temporarily move it to Watson Island.

Public Comment – There was no public comment.

Adjournment – Meeting adjourned at 7:00pm.