

**GRAND JUNCTION
CITY COUNCIL WORKSHOP SUMMARY**

JANUARY 19, 2004

The City Council of the City of Grand Junction, Colorado met on Monday, January 19, 2004 at 7:04 p.m. in the City Hall Auditorium to discuss workshop items. Those present were Harry Butler, Cindy Enos-Martinez, Bruce Hill, Dennis Kirtland, Bill McCurry, Gregg Palmer and President of the Council Jim Spehar.

Summaries and action on the following topics:

1. **BOND RATING:** Council President Spehar announced that the project team that met with Standard and Poor's in San Francisco to ask for an improvement in the City's bond rating was successful in upgrading the bond rating from A+ to AA-. The upgrade speaks to the quality of the financial management of the City. The upgrade will save the taxpayers more than \$2 million in interest. Administrative Services Director Ron Lappi added that this upgrade is phenomenal since the repayment pledge is partially sales tax. He anticipates the second issue of bonds will be rated the same. The insurance rating was also very good, 26.5 basis points. It is anticipated that the interest rate will be at 4.36%. City Manager Kelly Arnold also praised the Public Works Department for its planning of the project that won over the bond raters.

Action summary: Councilmembers were pleased with the news.

2. **LOGO DISCUSSION:** City Manager Kelly Arnold introduced the topic first by giving the historical perspective of why the City began looking at creating a new logo. It started through an employee committee that expressed that employees felt the organization had become fragmented and did not feel a part of the City. As a result many things were embarked upon to bring the employees back together. There were, at that time, about a dozen different logos being used throughout the City organization. At the same time a communications audit was taking place about the external communications that identified deficiencies in the ways the City was communicating to external customers. A lack of a unified symbol for external communications was noted in the audit.

Assistant City Manager David Varley explained the communications audit. One of the items brought forth was the inconsistency in the use of logos in the City's external communications, which erodes the effectiveness of the communication. Negative comments were made about the old logos. The purpose of a consistent logo is for it to be recognizable and be a uniform identity. The development of a new logo was part of the City Manager's work plan. The initial RFP (Request for Proposals) was sent out to eleven companies and eleven responded and the bids ranged from

very low to astronomical. The RFP was redone and the scope of work was narrowed to make the cost more reasonable. Twenty-five RFP's were sent out and eight came back. From there the list was narrowed down to four. A committee was formed with a City Councilmember, cross-departmental representatives and the Assistant City Manager. Mr. Varley explained the selection process. Part of the contract required interviews with employees, Councilmembers and community members. Mr. Varley related the details of the rest of the process. The cost of implementation was discussed and it was understood it would not be done overnight. The cost of the contract was \$27,000. In 2004, there is \$68,000 budgeted in the general fund to implement the logo on both vehicles and lighted street signs. No final design has been created for the police vehicles yet. Each vehicle, as it replaced, will be equipped with the new logo; there is \$61,000 in the vehicle replacement fund which includes buying decals. (Purchasing all the decals at once will be cheaper). There is \$57,600 budgeted in 2005 for additional implementation. The street sign department is suggesting that no logo be included on street signs. Additional design work has always been planned for the cars, patches and street signs and was not part of the original contract. Councilmember Enos-Martinez asked if the original contract was for stationery and business cards which has been implemented. Mr. Varley answered affirmatively.

Councilmember Hill expressed concern that the logo as designed was not tested for use on these other things. Council President Spehar confirmed that the additional design work is budgeted at \$10,000. Assistant City Manager Varley said \$11,109 has already been spent on new stationery and business cards. Some other orders have been started and monies have been encumbered. Council President Spehar asked about the 2005 logo budget to which Varley confirmed \$57,600.

Councilmember Hill asked about the costs included in the original \$27,000. Mr. Varley said it included the meetings with employees and focus groups, research on Grand Junction, design work and work on the tag line. It was designed for use on stationery and business cards (graphic standards manual). Twenty-one citizens were invited to the focus groups and seventeen showed up.

The final selection of the company was based on qualifications, with cost being a secondary consideration. The Visitor and Convention Bureau will not use the logo on external communications as they have different marketing plans. Two Rivers Convention Center and the Avalon Theatre will not use the new logo since they too market separately. Persigo will not change as it is jointly owned with the County. Use of the new logo will be much stricter.

Councilmember Hill asked if the budget numbers might be adjusted if street signs aren't done. Mr. Varley said yes.

Councilmember Kirtland said he was the Councilmember representative on the committee. He explained and praised the employee group and their work. The committee looked at a lot of designs. The company selected, Hill & Company, has done award winning work. The changeover would be done on a conservative basis. He likes the logo and would vote for it again.

Councilmember Enos-Martinez asked why not just use the City seal on everything. Councilmember Kirtland said the committee talked about that but felt the seal was different than the logo. Ms. Enos-Martinez expressed that she is not in favor of figuring how to put the logo on police or fire vehicles and in reality it won't identify them any better.

Councilmember Palmer stated that there is a lot more to being a City employee other than a logo and the logo is important to the community. He outlined the options: go forward with implementation or stop and get more input. He felt it is not a corporate logo and the citizens feel differently about it. He suggested no more implementation until other options are examined and they listen to the people. All options will have costs and the end result is not going to please everyone.

Councilmember Hill said it is a different concept to provide this for the community. He suggested they stop, gather information and evaluate, perhaps with more citizen involvement.

Councilmember Butler agreed they should stop implementation and go to the citizens, perhaps hold a contest. That would solve a lot of complaints.

Councilmember McCurry agreed with Councilmembers Butler and Palmer.

Council President Spehar said he agrees with Councilmember Kirtland that there is value to having one symbol. Any option will still incur expense. He clarified that all seven Councilmembers approved of the logo at the Council retreat. He noted that any change will be done over time, and probably not on street signs. He related that the logo was recognized as the two rivers by outsider who was originally from the area but was living in San Francisco. He has no problem with further discussion on implementation.

Action summary: Council will delay any further implementation and additional discussion will take place.

3. **PRESENTATION OF DESIGNS FOR ART AT TWO CITY PARKS:** The Commission on Arts and Culture presented the two winning designs for sculptures to be placed in Canyon View and Westlake Parks. Allison Sarmo, Cultural Arts Coordinator, and Doug Clary, Chair of the Arts

Commission, were present. Ms. Sarmo explained the process. Two hundred RFPs were sent out, thirty different artists submitted possibilities. A number of others were included as helpers in at the presentations.

One recommendation is a piece by Denny Haskew, called "Love Song", a flute player, made of stone and bronze. This piece is for Canyon View Park. For Westlake Park, the committee is recommending "Wave Parade" by Joe McGrane. It can also be used as a bench. Ms. Sarmo also told Council about the runner-ups. "Wave Parade" will be sited in gravel to prevent skating on it. Councilmember Enos-Martinez asked that the City be granted an exclusive on the "Love Song" sculpture in the State of Colorado.

Action summary: The City Council will formally decide on the recommendations at the regular Council meeting on Wednesday.

4. **CHIPETA AVENUE TRAFFIC CALMING:** Public Works staff updated the City Council on the temporary traffic circles and presented options for a permanent traffic calming installation.

Jody Kliska, Transportation Engineer, reviewed this project and the request for a permanent installation. The data did show some improvement with the temporary installations. Councilmember Kirtland inquired about the noise. Ms. Kliska agreed that noise is a factor with the traffic calming as there is more slowing and accelerating.

Council President Spehar and Councilmember Palmer questioned the need for traffic calming when 85% of the traffic was traveling at or below the speed limit. Councilmember Kirtland agreed and said that communicating the reasons why to the neighborhood was important. Ms. Kliska stated the two property owners that initiated this have moved out of the neighborhood.

Councilmember Hill expressed disappointment that there is no one from the neighborhood present.

Action summary: Council decided not to go forward with a permanent installation and directed Staff to communicate this with the neighborhood.

5. **TRANSIENTS ISSUE UPDATE:** Assistant City Manager David Varley and Police Chief Greg Morrison updated Council on measures taken to address the transient issue specifically in Whitman Park. They also addressed how the problem is spreading throughout the City. Mr. Varley talked about the things that Staff looked at and possible options. Police Chief Greg Morrison reported a 31.3% increase in transient related activity. There has been a 23.9% increase in transient arrests. Citizen reports on transients have increased by 21%. Chief Morrison pointed out

the paradox that transients are a big problem but yet many organizations including the City and the Chamber support shelters and other transient services. Councilmember Enos-Martinez pointed out that there are families and locals that are down on their luck using the facilities. The Police Department has been working with the Courts to impose stiffer penalties for transient violations.

Council President Spehar asked if there are additional ordinances needed to address the problem. Acting City Attorney John Shaver said no, he described the pattern and suggested harsher punishment will help. If the Council were to make such behavior a larger crime would then nudge the municipal court up into higher conditions such as jury trials, court-appointed attorneys, competency determination, etc. Chief Morrison added that jail is not a deterrent for some of these offenders.

Council President Spehar asked how Grand Junction compares to other communities. Chief Morrison said he could collect that from other stand alone cities, such as Greeley and Pueblo. Councilmember Kirtland suggested some design methods along highways to eliminate areas for the panhandlers. Acting City Attorney Shaver suggested source control, that is those that give money to the panhandlers encourage the situation because the panhandlers make money doing it.

Two other options might be licensing panhandlers and mirroring Boulder which issues "script" that buys a meal or a shower. The success of these options is not known.

Action summary: Council appreciated the information but was unsure on how to go forward to address the issue.

6. **UPCOMING APPOINTMENTS TO BOARDS & COMMISSIONS:** In anticipation of upcoming appointments to the Arts Commission, Parks & Recreation Advisory Board and Airport Authority, City Council discussed specific issues relating to each board.

City Clerk Stephanie Tuin briefed the City Council on the information contained in her report on the vacancies, the time commitment for each board, the expertise and the issues facing each board. She had the staff contact person present to answer any questions.

Action summary: Council will schedule interviews at the pre-meeting on Wednesday and directed City Clerk Stephanie Tuin to no longer require the staff contacts to be present at the discussion.

ADJOURN at 10:52 p.m.