

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
July 21, 2015

Called to Order:

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

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

Absent: Brad Taylor, co-chair and Karen Jefferson

Also present Shannon Hatch, Tamarisk Coalition, Bennett Boeschstein, City of Grand Council Member, Pete Firmin and Nick with the James M. Robb Colorado State Park, Libby Collins, Mesa Land Trust (MLT), Bennett Price, Town of Palisade Board Member, Matt King, Western Colorado Congress and Michele Rohrbach.

Approval of Minutes – Bill/Stacy. Motion passed.

An announcement – Need one more person for the Striders Run on Saturday, July 25th. Claudette volunteered.

Thanked Jason for his service to the RFC, group is very sad to see him leave. Group wished him the best.

Updates – Mesa County – Greg unable to attend.

City of Fruita – Bob said Ken Haley met with CDOT and has confirmed ready to put the Little Salt Wash Trail out to bid first of September with construction to start in November.

City of Grand Junction – Bennett B. said ribbon cutting for first phase of Las Colonias on Saturday, July 11th. Next phase is the amphitheater with 5,000 to 8,000 seats. \$3 million cost and have \$1 million from DOLA, City and Riverfront Foundation. GOCO won't fund buildings only trails. He passed around an ad from United Airlines magazine regarding economic benefit of the Memphis Riverfront Trail.

He talked about the interruptive signage being worked on for the history of the Las Colonias and the history work done by Colorado Mesa University (CMU) students.

Cliff added that it was great that Brad mentioned Pat Gormley at the ribbon cutting.

Town of Palisade – Bennett P. mentioned the nice article mention Frank regarding trail from Palisade to Cameo. Mesa County lent Palisade their pedestrian counter for the month to use in Riverbend Park. Before the next RFC meeting, Town will have Peach Fest. Bennett added that the Town is building a low level BMX ride park along the river with a budget of \$27,000.

Colorado Parks & Wildlife – Pete has funding for 29 Road and Corn Lake to repair trail, work to start in the fall or spring. Trail connecting State Park in Fruita to Fruita should happen this fall. Working on survey for area next to Clifton Nature Park since some landowners don't want public access or hunting on the State Park's property adjacent to the Nature Park. Trail will need to be compatible with hunting in that area.

New Business – Frank reminded the board that groups wanting a grant request from the Riverfront Foundation (RFF) now will be coming before the RFC and present their grant request. Then co-chairs will present request to the RFF board after approval from RFC.

Frank said he will need the group to determine what he needs to present to the RFF at their meeting on Thursday, July 23rd.

Libby Collins with the MLT presented the GOCO Inspire Initiative. She is representing a coalition of groups (City of Grand Junction Parks & Rec., Colorado Canyons Association, CO Parks & Wildlife (CPW), Mesa County Health Department) going for this grant, not just MLT. The coalition wants to apply for a grant to kids out to the Riverfront Trail from the Riverside community and kids from the Bookcliff Middle School. First grant is a planning grant due in August – maximum of \$100,000 to put together a three year program. Focusing on the Riverfront Trail at Las Colonias and two of the CPW sections. If receive the planning grant, automatically move forward to the grant application process. She said the coalition would like to have the RFC or a representative at the table. They have received \$2,500 in cash match and would like to ask the RFF for \$5,000 to \$7,500. Bill F. asked about the Paths to Health program. Libby said it dovetails nicely with this new grant. GOCO recommends keeping the project small rather than County wide because program could get really big and difficult to work. Pete suggested finding out what the hurdle is and see if can work with entities to find workable solutions. Bill F. volunteered to be on the coalition as did Stacy. Frank reiterated what Libby is asking the RFC, becoming part of the coalition. Stacy motioned to be part of the coalition. Jason second. Motion passed. Second part for the funding from the RFF of \$5,000 up to \$7,500. Bill F. motioned. Second by Stacy. Motion passed.

Tamarisk Coalition – Shannon Hatch presented tree proposal for riparian restoration work. Their proposal is to plant 800 trees along priority areas and looking at a \$5,000 grant from the RFF. Will also work with Michele to apply for a Jr. Service League grant. Have received confirmation for funds from Mesa County, still waiting to hear back from the City of Grand Junction, Town of Palisade and the City of Fruita. Discussed when would be a good time to start the project. Settled on January to help partners with their 2016 budgets. Michele thought the Jr. Service League grant would be dispersed in November or December. Cliff motion to move forward. Claudette second. Motion passed.

Frank asked how he should prioritize to the RFF. Stacy said that she feels that both are of equal and should be presented as equal. Group agreed.

Fundraising idea – Stacy talked about the TC and that they aren't just a local organization but working with other groups in five other states. Found a creative financing opportunity but couldn't be lead by the TC. She thinks it would be better if done by the RFC and RFF.

Traditional financing:

GOCO and other grants

Private donations, CRCS

Sponsorships

Local Government

Funding goals from the retreat – more reliable funding stream, increased awareness.

Idea is a voluntary surcharge program for business and customer to support the designated cause. Usually 1%. Can opt-in and opt-out. No cost to the business but there will be time to set up and train staff. Cost is very minimal to the customer. Business experience – free for business, increase in advertising, they decide how to remit collected funds. Where has worked – Crested Butte, established in 1997, similar program in Jackson Hole, WY, and the Verde River group is piloting but currently high start up cost.

Could it work in the Grand Valley? Did scoping interviews (conducted by TC). Appears to be great deal of interest and potential. Similar initiatives that could bolster effort. COPMOBA sales for Trails, Palisade Wine and Byways Trail. Need to do a feasibility study. The role of the RFC and RFF would be to administrate the program. Earning capacity could be \$100,000 to \$150,000 per year. Duties would be specific procurement tasks and specific distribution guidelines. The TC is applying for a grant for their role. Cost – Phase I would be to do feasibility study and program set up (six months). Phase II – pilot period to try out the program including hiring staff to manage (six months).

Phase III – Implement the program, keeping staff on as a .6FTE.

Next step, RFC to discuss, questions and concerns. Present to the RFF to confirm buy-in as a partner (including funds to partially support initiative), submit additional funding requests. Brad had asked to be a part of the discussion so will further discuss at the August meeting.

Claudette asked if this is part of a national program. Stacy said no it is not. Stacy will have handout for next meeting.

Old Business: Retreat Outcomes/Synopsis and worksheet for committees. Frank talked about the action items and the committees and the chairs. Frank said he felt the retreat was extremely successful and need to keep the strategic plan viable.

Stacy talked about the worksheet for the committees to accomplish their action items. Action plans need to be ready by November.

Claudette talked about our Facebook trending. People like pictures and taking info from our partners to our page. Try to keep trail focus and apolitical. She thinks need to set goals and promote the website.

KAFM is having its Radio Days on August 15th at 2:00pm to 8:00pm at Edgewater. Want to see how many bikes can get down there for the event.

Bennett said the Tamarisk Coalition will be on the KAFM show next Tuesday to promote their raft trip. Chelsea Nursery will also be on the show.

Public Comment – Frank introduced Matt King, Community Organizer with Western Colorado Congress.

Adjournment – Meeting adjourned at 7:05pm.