

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
October 20, 2015

Called to Order:

Meeting called to order at 5:35pm by co-chair Brad Taylor. Those present from the Commission were:

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

Also present Collin Reese, guest, Bennett Price, Town of Palisade, Kristen Jespersen, Tamarisk Coalition, Bennett Boeschstein, City of Grand Junction Council Member and Michele Rohrbach.

Approval of Minutes – Frank/Gale. Motion passed.

An announcement – Colorado Gives Day Firkin tap at Kannah Creek on Monday, December 7th.

Larry met with school kids and did educational event. Received thank you from teacher and kids with pictures from the day.

Brad said will be going back to doing Annual Report so wants everyone to go back through their calendar and gather hours and events they have volunteered for during January 2015 to December 2015.

Updates –

Mesa County – Greg unable to attend.

City of Fruita – Letter sent in support for Governor Hickenlooper’s 16 Colorado Trail Projects. Included the Riverfront Trail and the Kokopelli Trail. Bob will email a copy of the letter to Michele. Request for the proposal for the Little Salt Wash Trail, received three bids but all where about 40% more than what was budgeted.

City of Grand Junction – Bennett B. said City Council approved going for DOLA grant for Las Colonias amphitheater. Will seat 5,000 to 7,000 people. Applied for the GOCO Inspire Grant to get kids onto the trail. City put the completion of the riverfront trail for Palisade to Fruita, the Kokopelli Trail and the Plunge from Powderhorn to Palisade in their letter to Governor Hickenlooper’s new program. City Council did this through a City Resolution. Bennett also said that the Three Sisters Trail was also included at the Mesa Land Trust’s (MLT) request.

Town of Palisade – Bennett P. had dedication of the Bicycle Skills Park on September 24th, great turn out – young and old were all riding the new trails. It is at the east end of Riverbend Park. Working on adding port-a-potties.

Colorado Parks & Wildlife – Pete was unable to attend but emailed Michele his comments regarding the Concert Series and the geocache marker proposal on the trail.

New Business – Geocache Way Finding Sign – Discussed the request to place a sign on the Monument View Trail. Frank said will be setting a precedent, he's not sure he'd want this type of sign at Riverbend Park. He will contact Roy to get more information and report back to the group next month. Group supports geocaching but does not support the type of signage he desires to place on the trail.

Michele commented that she emailed link to board members and hopes they take a look at the site.

Gale commented that the RFC website needed updating. Michele said she'd working on it but currently hasn't had time.

2016 Marketing Plan and volunteering opportunities – Brad reviewed events RFC members have volunteered in the past and what we want to commit to in the future that makes sense for the RFC message. Karen added that messaging is really important. Stacy stated that it would be really great if as many board members could attend the Annual Report to all our elected officials.

Tour of the Moon – Michele updated on the event. There is support from the Monument on the local level and National level. There still are concerns about future government shut downs. Looking to move it up a week which could impact Fruita Fall Festival.

Michele talked about proposal from the Many Rivers for the concert series.

Las Colonias – Brad thinks the RFC should write a letter of support to the City Council.

Tamarisk Coalition – Stacy said that at the RFF has been a past supporter of the Tamarisk Coalition Conference in February. It isn't always in GJ but it will be in 2016. She is requesting \$1,000 sponsorship. Cliff moves to recommend the RFF give/Dr. Larry Copeland. Motion passed.

Old Business:

COGD – Michele updated.

Voluntary Surcharge – Stacy and Kristen followed up last week with the Friends of the Verde River group. They just took over the program from their Land Trust where the program wasn't doing very well. Overall just, businesses that they've had success with aren't Mom and Pop businesses, they are interested but donations \$ are much smaller. They don't have a set program, they have flexibility, keep simple for businesses and don't require lots of training, low profit margins, turnover. Successful businesses are real estate companies, plumbing companies.

Talked with fork and knife clubs before they went and talked to businesses. They thought most of the funds would come from hospitality businesses but that has been proven wrong. Stacy feels that what she heard from Chip was that RFC should continue to explore moving idea forward.

Kristen said the Verde Group does offer support for businesses with the accounting side of the program. Larger transactions are what are bringing in profit but small businesses bring in the media PR – which is valuable.

Talked at last meeting about talking to some businesses but didn't happen due to vacations/work overload.

Did shop the feasibility study and didn't get any responses. One local company said they would charge the RFF \$500 to review the RFP and give quote. Stacy spoke with Georgann Joufflas along with Nate ? at CMU about doing a study. \$18,000 to 20,000 was quoted as to what she thought it would cost. She will get a proposal to Stacy by next week to present to the RFF's board meeting next week. Time wise, she thought they could have it done by March.

Brad suggested Stacy, Frank, Bill and Kristen if they can attend the RFF meeting to present to the Board. Funding will be important, RFF fund all or look for cost share? Brad reminded that the group has received \$10,000+ from the Tour of the Moon and can use towards the project. Stacy suggested asking the RFF for up to \$20,000 stating need to vet Georgeann's proposal and then may need to go back later. Georgeann suggested going to the Chamber Commerce surveying their members. Frank motioned to present feasibility study to RFF. Larry second. Motion passed.

Action item – local business buy-in. Stacy thinks should talk to businesses before asking the RFF for the monies. Kristen said need to think about the type of businesses that fit the profiles. Suggestions made of businesses to go talk with: Brad/Stacy/Frank/Michele will go talk to the suggested businesses.

Public Comment – Collin is a musician and is grateful for the City Council's approval of the amphitheater and is excited to be able to play at it once it's completed.

Larry would like a page of RFC facts that can be passed out to people.

Adjournment – Meeting adjourned at 7:25pm.