

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
May 17, 2016

Called to Order:

Meeting called to order at 5:30pm by RFC member Stacy Beagh. Those present from the Commission were:

Karen Jefferson	Stacy Beagh	Claudette Konola
Gale Foster	Dr. Bill Findlay	Cliff Sprinkle
Dr. Larry Copeland		

Also present Bennett Boeschstein, Grand Junction City Council member, Nathan Perry and Georgann Jouflas with Colorado Mesa University (CMU), Kyle Harvey, City of Fruita City Council member, Traci Wieland with the City of Grand Junction Parks and Rec Department, Ted Ciavonne with Ciavonne Roberts & Associates, and Michele Rohrbach.

Absent – Bob Fuller’s position is currently vacant, Eric James, Brad Taylor, Frank Watt.

Approval of Minutes – Claudette/Larry. Motion passed.

Announcements – Michele will email out volunteer sign up for concert series. Ticket packets will be ready next week. Best if RFC members could pick up rather than Michele having to mail them.

Updates –
Mesa County – Greg was unable to attend.

City of Fruita – Kyle needed to leave before we got to updates.

City of Grand Junction – Bennett said Governor rode up Monument Road to Three Sisters. He was impressed with the Avalon.

Town of Palisade – Frank and Bennett Price unable to attend.

Colorado Parks & Wildlife – Pete unable to attend.

New Business – Las Colonias - Traci and Ted discussed the funding for the project. They didn’t receive the full request from DOLA but did receive more from the Riverfront Foundation (RFF) and received \$25,000 from Gates Family Foundation and El Pomar. The City has come up with a list of add alternates that could bring the shortfall to approximately \$161,930. The average person won’t notice changes. Looking at corporate sponsorships similar to JUCO. Also looking

at potential Department of Energy (DOE) funding of \$113,000. Hoping that bids are very competitive and come in lower than estimated.

Traci said that they are viewing the land as all contaminated so will not be disturbing the soil. Have been working with all the agencies so they don't stop the project with objections once construction has started. Timeline to be under contract with DOLA is June, bid/construction start in August.

Ted talked about the construction phasing and what/how it will be done. He then addressed the orientation of the amphitheater and stated it was oriented for weather and sound. He answered questions regarding where the existing dirt came from and where did the toxic dirt go.

Discussed the Sugar Beet building and could something be done with it. Currently privately owned but the building is full of "yellow cake" so it cannot be rehabbed or restored.

Hope that once the amphitheater is completed that redevelopment will start shortly thereafter. Edgewater is expanding dining area.

Reviewed the pedestrian crossing issues and how it will be handled. Probably use the yellow flashing light across the parkway similar to 12th Street along CMU.

Bennett talked about the DOE being very proud of the area now being reclaimed and cleaned up.

Historical Signage Project – Traci explained what this project is and how much history signage will be placed along the park along the trail. Will be applying for a State Historical grant.

Riparian Restoration – Funding Options – waiting to hear on Land and Water Conservation Fund, \$250,000 – update in June, 2016; Great Urban Park Grant - \$500,000 applied, state update June, 2016; GOCO Riparian Restoration - \$25,000 – will apply in August. GOCO Inspire Initiative – application in 2017. Colorado Parks and Wildlife Wetlands grant – fall 2016. Ducks Unlimited potential partnership for 2017 or 2018.

RIO – GOCO Inspire Initiative – program trying to get underserved kids outdoors. Implementation grant application summer of 2017. Traci said the RFC should be aware that there is a disconnect with people in the Riverside area to the riverfront trail along with safety concerns.

Traci wondered if the City could work with Jim Jeffries to develop a beer that can sell with \$2 coming back to the RFF with the funds going to build the boat launch.

Old Business:

Voluntary Surcharge – Nathan reviewed the Executive Summary of the customer survey and business survey. He answered questions as he reviewed each section.

Businesses were pretty clear that they would like to have a marketing return; RFC needs to make sure that is part of the sales pitch in selling the business why the VSP will benefit their business. We need to educate businesses that “green building” and “cause marketing” are important for them. The key is making the connection between the Riverfront Commission/Foundation and the riverfront – the connection is not there right now. The “green building” and “cause marketing” approaches are discussed in the marketing section of the report.

The current projections are based on a random sampling of the businesses that were surveyed which are smaller businesses. Getting a big corporation such as City Market to support the VSP would make the projections go up. This could be challenging because the big corporations usually pick larger, more national foundations/causes for these causes. Bennett said he would talk to Phyllis Norris about that idea for City Market. Recommendation is to create a comprehensive marketing campaign including getting a few keystone businesses to sponsor the project. If the RFC could get a great deal of momentum behind a marketing plan, it might be a better opportunity to get bigger businesses on board.

Businesses prefer the opt-in or direct donation; they detail the statistics in the report. Some would entertain the option of selling a product for RFC (e.g., water bottles) or would do direct donations as part of a fundraising event.

Recommendations –

- Create a comprehensive marketing campaign with a catch phrase (e.g., “Round up for the river”)
- Have a focus method of donation for the program (e.g., opt-in) but allow for a variety of donation programs (e.g., direct donation); if the goal is to maximize revenue the RFC may have to deal with the fact that the donation method will be very different depending on each business
- Round up or donation would keep it simple
- Connection of Riverfront Commission needs to part of marketing
- Need to market the river not the Commission but need to know the connection
- Develop overall marketing campaign for the project using the Foundation not the Commission
- Can now contact and email businesses that wanted to email earlier but asked not to keep survey random

Didn’t find any issues with negativity on accounting side for businesses. Most businesses are using QuickBooks.

Comments from survey takers - Commission sounds more intimidating than Foundation.

Discussed income potential – low end of \$24,000 and high end of \$48,000 using round up. High end amount is based on the data. Nathan strongly suggests using low end of estimates. They did not look at the cost of marketing campaign in relation to donation. Stacy said RFC will table the marketing side and discuss later at the July meeting.

Stacy suggested a deadline of May 30th for members to email comments to Nathan and Georgann. Nathan and Georgann to circle back with the RFC if they don't understand comments.

Claudette said she set up an event on Facebook to for the first concert.

\$250 sign invoice – Michele explained Frank's email and the need to reimburse the Town of Palisade for signs. She needs the RFC to approve so Brad/Frank can take to the RFF July meeting for approval. Claudette/Gale.

Gale said Paul Nelson has spoken with David Skinner and he doesn't want to upset his mother at this time. Gale, Frank and Brad are still working out how to approach the Bennett family.

Public Comment – Larry is having lunch with Darwin Hindman of the Katy Trail on Friday and wanted know if anyone has questions they want he to ask him.

Bennett showed map of the most polluted river in New Jersey he picked up at the conference in Phoenix last month. Because of the late hour, he will bring back to next meeting.

Adjournment – Meeting adjourned at 7:00pm.