

**COLORADO RIVERFRONT COMMISSION**  
**683-4333**

**Riverfront Commission (RFC)**

**Minutes**  
**July 19, 2016**

**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	Stacy Beaugh
Karen Jefferson	Claudette Konola	Dr. Bill Findlay
Gale Foster	Dr. Larry Copeland	

Also present Kyle Harvey, City Fruita Council member, Bennett Price, Town of Palisade Board member, Greg Caton, Grand Junction City Manager, Bennett Boeschstein, City of Grand Junction Council member and Michele Rohrbach.

Absent – Cliff Sprinkle

**Approval of Minutes** – May and June. Claudette/Gale. Motion passed.

**Announcements** – Two new members appointed, Elaine Laney Heath and Orilee Witte. Bill and Larry reappointed.

Did introduction around the room for Greg and thanked him for attending.

CRCS Subdues concert tomorrow night. Michele will be sending out reminder volunteer email tomorrow morning. Hoping to raise \$3,000 passing the bucket.

**Updates –**

Mesa County – Greg was unable to attend.

City of Fruita – Kyle stated presentation given to DOLA for the Kokopelli Trail Connection.

City of Grand Junction – Bennett said Las Colonias is moving forward. DOLA grant approved and hoping to break ground in the fall with construction completed in 2017. Frank stated he and Michele met with Traci Wieland regarding the trail construction and the need to close the trail to users. Asked Traci to make sure closure/detour signs are out and placed at detour location so users don't get to section closed and have to go back. Mesa Discoverability is currently building next to Edgewater.

Town of Palisade – Bennett P. said the Town is working on a ballot initiative for Recreational Marijuana. Looking at Silt and Carbon Dale for guidance. Frank said there will be five

questions 1) for growing, 2) should be recreational be allowed 3) infused edible 4) testing and 5) a tax on cultivation (wholesale).

Frank stated he repaired a section of trail in Riverbend Park. FLAP update – Town of Palisade hasn't heard. Frank doesn't think the City of Grand Junction or Mesa County has heard either. He explained that the Mesa County Commissioners have approved funds for a TAP grant.

Colorado Parks & Wildlife – Pete was unable to attend.

#### **New Business –**

29 Road underpass trail – Frank has spoken with Julie with Mesa County and they've discussed a land swap. Frank asked if the RFF needs to put funds toward the project and Julie said she didn't think so but Frank wants to the Commissioners to know the RFC/RFF are interested in helping. Gale asked about the parking lot and would it still happen. Frank said funds being used for trail underpass. She said the property that folks are using as parking lot is up for sale. Frank said the current construction cost estimate is \$125,000 which is about \$50,000 higher than the City estimated. Hoping to complete in 2016.

#### **Old Business:**

Voluntary Surcharge – Stacy gave a brief history of the VSP study and how and why it came about. The completed study concluded that the VSP is a good idea to implement. Need to be flexible in how implemented for each business. The VSP needs to be part of an integrated marketing plan that encompasses all fundraising and donation program currently being used by RFF (also called cause marketing).

Smaller group (Brad, Frank, Stacy and Michele) met to further discuss next steps. Need to be realistic in staffing needs and marketing. Would like to move forward to the RFF. They meet on July 28<sup>th</sup>. Stacy thinks she can have info available to present to RFF.

Frank said we need to make sure that the model works for businesses whether they are part of the VSP or concert series sponsor. Suggested that use opt in rather than opt out.

Have identified several local funding sources.

Karen shared her thoughts – originally discussed doing an RFP which is very cumbersome. She suggests getting a small group together to work on goals and set a budget. Then work backwards with timeline. She also suggested working with firms that work on strategic marketing rather than firms that work in web design, digital, etc.

Greg said that services aren't taxed in the State of Colorado but are in other states and that RFC might want to talk to groups that provide services. He also suggested getting marketing firms to donate to the cause to help keep the cost realistic.

Claudette has concerns that there might be a negative impact on rate of return. Stacy said it is risky but can structure to avoid some of the risk.

Bennett B. said take opportunity and advantage of free trail openings. He said his radio show can also get the word out.

Brad made a motion to go before the RFF with idea. Karen seconded. Motion passed.

Tamarisk Coalition has requested the RFF to be a sponsor their conference. In the past have requested \$1,000. Karen made a motion to request the \$1,000 from the RFF. Claudette second. Motion passed.

Bill F. asked about the cottonwood poles planted and how are they are doing. Stacy said that the Tamarisk Coalition will be monitoring and she'll report back in September.

Claudette said the Subdues Facebook advertising came in \$24.99. She said she thought there was about 1,700 paid clicks – much less that what she was anticipating. Got out to someplace haven't been and got some new likes.

Gale spoke with Betty Bennett today and she passed around notes from her conversation. Discussed moving the easement north of the rookery. Thanked Gale for talking with her.

**Public Comment** – There was no public comment.

**Adjournment** – Meeting adjourned at 6:50pm.