

COLORADO RIVERFRONT COMMISSION
683-4333

Riverfront Commission (RFC)

Minutes
November 15, 2016

Called to Order:

Meeting called to order at 5:35pm by member, Karen Jefferson. Those present from the Commission were:

Karen Jefferson	Orilee Witte	Gale Foster
Laney Heath	Dr. Larry Copeland	

Also present Kyle with the City of Fruita, Bennett Boeschstein, City Council member - City of Grand Junction and Michele Rohrbach.

Absent – Brad Taylor, Frank Watt, Stacy Beaugh, Dr. Bill Findlay, Cliff Sprinkle, Claudette Konola

Approval of Minutes – Quorum not present.

Announcements – Las Colonias ground breaking, November 9th.
IGA meeting, Thursday, December 1, 2016 at 7:00am at the BLM
Colorado Gives Day Firkin at Kannah Creek (12th Street, GJ) at 5:30pm to 7:00pm
December meeting – potluck. Michele will get more info out later

Updates –

Mesa County – Greg was unable to attend. Gale said she heard that 29 Road underpass is moving forward.

City of Fruita – Kyle said the City has been working on the budget.

City of Grand Junction – Bennett said construction has started on the amphitheater and should be completed next year. Will be able to host symphony and acts as large as Beyonce and her entourage.

Gale stated no movement on Bennett property. Mrs. Skinner is still healthy and happy so nothing is going to happen with that property either. Will continue to be a waiting game.

Traci is working on RIO grant which will be the green aspect of development at Las Colonias.

Bennett said that the City Council has the letter stating the RFC's position to keep the riverfront trail non-motorized. Michele stated that the RFC has sent a letter to the E-bike store owner to

stop telling people they can ride an e-bike on the Riverfront trail. Discussed that all entities need to pass a resolution keeping the trail non-motorized.

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

Colorado Parks & Wildlife – Pete would prefer not to take the lead position on e-bikes. Trying to prioritize property acquisitions for the State Parks. He has a possibility of acquiring land in Fruita next to the State Park. He needs to figure out which properties are realistic to add to the list between 32 Road to Palisade (whether all four properties make the list). If not on the list and it comes up, can't go back and add to the list.

Hunting blind opened along 29 Road. Have had a few complaints or expressed concerns about hunting.

New Business – There was no new business.

Old Business:

Voluntary Surcharge Program (VSP) – Karen recapped the meeting she, Stacy and Michele had with Ryan Sawyer Marketing and the two phases for the plan. Stacy and Karen then attended the RFF meeting and requested \$20,000 for Phase I which was approved. Karen explained how the marketing plan will work with emphasis on marketing the riverfront project, not the Commission or the Foundation. The majority of the money will be spent on messaging not agency labor.

She stated that it's important for the RFC to figure out how the money will be disbursed once it has been collected. There will be a joint sub-committee comprised of RFC members and RFF members and they will review grant applications and determine as to whether or not the grant request be funded.

Ground work being done now to have something ready for the end of the 1st quarter of 2017. Reviewed the budget for the 1st year. Will need to add for more staffing needs because Michele and volunteers can't do all.

Will be restructuring use of Michele's time so she can focus more on the fundraising aspect. Thumbnail cost is \$66,000 needed for one year fundraising cycle. Looking at other funding sources.

Will be meeting with Ryan Sawyer again to firm up the messaging and moving the plan forward.

Orilee suggested contacting the Colorado Tourism Board for grant.

Karen told the group to investigate potential grant opportunities and bring back to the next RFC meeting.

Bennett said that there have been many things done already, the 30 minute video, the website and KAFM show.

Colorado Gives Day – Michele will email out the template that Karen designed for members to pass out to potential donors. She also will be emailing the list of 2015 donors for members to call and thank them and encourage them to pre-schedule a donation this year.

Karen showed the article in Relocating to Colorado's Grand Valley. She was hoping for non-modelisk photos but didn't in up with photos to use for other RFC purposes.

Orilee will be meeting with Ture and hopefully she will be able to add the revised riverfront trail map.

Public Comment – There was no public comment.

Adjournment – Meeting adjourned at 7:00pm.