

**One Riverfront (OR)
683-4333**

**Minutes
December 19, 2017**

Called to Order:

Meeting called to order at 5:32pm by chair, Stacy Beaugh, co-chair. Those present from the Commission were:

Karen Jefferson, co-chair	Orilee Witte
Stacy Beaugh, co-chair	Dr. Frank Barbero
Laney Heath	Laurie Tyre
Catherine Ventling	Dr. Larry Copeland
Rondo Buecheler	Claudette Konola

Absent – Gale Foster.

Also present: Therese Ness with Mesa County Noxious Weed and Pest Management, Bennett Price, Board Member with the Town of Palisade and Michele Rohrbach.

Approval of Minutes – Changes – Kyle with the City of Fruita and Laney Heath were at the December RFC meeting. Catherine/Larry. The motion was passed.

Announcements – said goodbye to Claudette and thanked her for all her hard work. The RFC office will be closed the week between Christmas and New Years.

Partner Updates –

Palisade – Bennett said they have been busy working on the budget. Pleasantly surprised with the marijuana revenue. Palisade Plunge is ahead of schedule and the Town is very excited about the project. Palisade has purchased property to allow a separate trail for the Palisade Rim trail exit. Currently parking is an issue with everyone parking on top of the rim. Rondo said that COPMOBA would be the best place for people to find more info. Next step fundraising efforts. Second and third marijuana shops working through the state process.

Colorado Parks & Wildlife – Pete was unable to attend but emailed Michele his update: CPW cleared another 1.5 acres of Tamarisk and Russian Olive (TRO) from their 29 Road properties. They also sprayed herbicide on much of the regrowth. Pete has reclamation scheduled for the last week in February and the first two weeks in March.

Had a tour with the Audubon society where they expressed concern about the amount of TRO removal and the amount of time necessary for reclamation. They also expressed a desire for an increased number of slash piles to provide bird habitat until new vegetation has an opportunity to mature. CPW should be able to accommodate some of their suggestions in future reclamation efforts.

Trail work that was scheduled for early December was postponed until the spring.

City of Fruita – Kyle unable to attend but Ture attended the IGA meeting and stated that Phase I of Kokopelli Connection should be done by the end of the year. Phase II was awarded to the same contractor as Phase I and if weather permitting, will start after the first of the year with completion in April. Fruita will do a ribbon cutting in 2018.

City of Grand Junction – The City representative was unable to attend and didn't provide an update to Michele.

New Business – Need social media person – Stacy explained what the needs are since Claudette is leaving. Claudette explained what it took and that Facebook needs to be monitored on a daily basis. Discussed having a comment voice and being consistent. Laurie said that getting content from others would be beneficial. Laurie and Catherine said they'd both be interested. Stacy suggested have a meeting with the two to discuss marketing plan and Round Up program marketing.

Grant Process Handout – Stacy explained the difference between the Commission and the Foundation and that Foundation is a non-profit. She explained how the funds are raised and used. In the past the grant process has been rather "lousy goosey" and with the goal of the Round Up program will have lots of groups coming to the RFF for money but looking at making the process more streamlined. Reviewed the new streamlined proposed process to help make it less cumbersome for everyone involved. Discussed consequences of not reporting back after receiving funds. Fred suggested having a RFC member attend meeting of grantee's organization. Claudette suggested not creating paperwork asking for info not going to use. Need want to gather info that will help in accountability to potential businesses or donors. Stacy said will refine process and get out to the RFF.

Noxious Weed – Therese Ness explained what her program does. She is a one person office and hires seasonal staff throughout the year. She stated can't remove all the noxious weeds but target specific ones and try to keep future new noxious weeds from becoming the next "tamarisk". She is looking for new board members – five member board with two alternates. She is doing targeted asking of members, currently have three ranchers (must own at least 40 acres), she is looking at someone with environmental experiences and a representative from the business community with experience for future needs. She is not asking RFC members to be on the board but is hoping the members can help make recommendations.

She talked about the Clifton Nature Center parcel and is managed by Mesa County Facilities and Parks. There are no plans for further infrastructure or improvements. She stated she is trying to develop a Colorado for Healthy Landscape program on the parcel not a scorched earth removal of the weeds currently on the property. Will have several work days in 2018 and is hoping to get businesses in the Clifton to sponsor the Clifton Nature Park cleanups.

She wanted to see if the RFC would be interested in participating in the Play Clean Go initiative (stop invasive species in your tracks). She said you can go to playcleango.org to sign up and they have goody boxes available with give away materials.

Stacy stated could use the Play Clean Go messaging on Facebook and future messaging and education.

Stacy said she'd be happy to share ideas on recruitment.

Round Up for the Riverfront progress – Michele sent out an email of what businesses have signed up and who is pending. Fred updated on his meeting with Seth Anderson at Loki today and it was very positive and Seth was interested in the round up portion of the program. He also suggested putting the One Riverfront logo on coats and members could buy at discounted rate and \$20 of every sale would come back to the Riverfront.

Octopus Coffee has signed up and they will be selling One Riverfront logo stickers and will sell them for \$3 a piece.

DeBeque Winery has committed but still not sure what they will be doing.

Coloramo Credit Union committed with a \$500 donation.

Palisade Vet Clinic is planning on signing up. Need to contact other vets in the valley since pet owners use the trail

No Coast Sushi – Laney said they usually pick three organizations and she'd like to have the Riverfront as one. Will need to follow up.

Blue Moon – won't participate in Round Up but wants to donate or maybe a CRCS sponsor.

Catherine met with three businesses Grand Mesa Medical Supply, Bicycle Outfitters, Kush Gardens. She would like to set up a time with someone else to help follow up. Stacy is happy to go with her to follow up.

Karen said looking at doing public launch in mid-January and would like to have signed applications for those that want to sign up by the end of the year (try to get done by the end of this week since next week will be difficult). Marketing will be more grass roots and include Facebook, Pandora radio over local radio stations since we don't have a large budget - \$31,000 and will work with Ryan Sawyer Marketing assisting with the market work. Working on scripts and photo shoot and can use those for PSA's and posting on Instagram and Facebook post. Want to have as big an impact as we can with the funds available. Design for businesses to participate and donors to donate.

Goals for first year signed up is 25 and with the list tonight currently at 12.

Orilee talked about the panels at the Welcome Center in Fruita did not receive the grant for the panels but have received other funds to help move the project forward.

Public Comment – Claudette said there is another non-profit radio station KWSI-LP beside KAFM.

Adjournment – Meeting adjourned at 7:10pm.