



I. Postcard Exercise

- Postcard from Grand Valley Exercise
- #granddayco
- Best Base Camp in CO!
- Where does your trail lead... you?
- Crave Adventure?
- Wake up to adventure... every day
- The Grand Valley: The Colorado You Were Promised!
- Grand Valley: 360° of Awesome
- From the sunrise over the Grand Mesa to the Sunset over the Monument, I had the most incredible and memorable time...
- The Grand Valley: Where Each Sunrise Brings a New Opportunity
- Colorado's Grand Valley: Incredible Landscapes
- GV: Public Lands, Rivers, Community
- Grand Valley: Generations of Past [staircase] Generations of Future
- A Place to Rest between adventures [wine table, hiking; rafting, skiing]
- GV: Life on a different plane [mtn bike tr, mesa]
- Where visitors feel like locals + locals play like visitors
- Land of the Grand
- GJ: Mesas, Monuments & Technology
- The Grand Mesa: It's All Yours
- Grand Valley of Colorado: We have Energy! [Recreation images]
- The Grand Valley: A place to think big!The Grand Valley: A Truly Grand Place to be!
- So much to do, you'll have to stay forever
- Our History Our Lifeways Written in the Landscape
- The Grand Valley: The Old West on the Cutting Edge!
- Outdoor Life [beautiful landscape image]
- Blaze your own trail... on ours!
- GJ: More than a Horizon Dr. Gas Station
- People, Parks & Places: We make it Better!
- GV: Outdoor Lab for Learning & Living
- GV: Where Inside meets Outside
- We Want YOU! Healthcare professionals welcome to our valley
- Colorado's GV: Inspiration All Around
- GJ: Just Plain Awesome
- Wide Horizons: Come See 'Em
- Grand Junction: Life Happens Here
- OPEN the mind in Open spaces and Create the Possibilities
- #Westslopebestslope
- GJ:Wild Land Wildlife [bighorn image]
- "Heart of the World" – John Otto
- Mt Garfield, Grand Mesa and the Monument, and the rivers that flow in-between, nourish the valley's agriculture and your soul

II. Workstream Session Report-outs

Regional Coordination Across GV

<p>Title: Regional Coordination Across GV</p>	<p>Discussion Group: Chris Muhr (lead; AllMetals/COPMOBA); Oralee Wittee (CO Welcome Ctr); Kaye Simonson (Mesa County Planning); Jack Neckels (CNMA); Brandon Stam (GJ DDA; Ken Mabery (NPS)</p>
<p>Problem:</p> <p>Municipalities in GV sometimes end up “siloed” in their planning, events, promotion, rather than seeing region as being made up of complimentary/interconnected parts in terms of offerings for visitors and residents</p>	<p>Goal:</p> <p>How can we promote more coordination/cohesion amongst GV cities in order to strengthen economic and community development?</p> <p>Opportunities:</p> <ul style="list-style-type: none"> - Some structures already in place <ul style="list-style-type: none"> o Need to and can improve coordination and collaboration - Ombudsman for coordination between government depts.? - Share resources among governments
<p>Barriers:</p> <ul style="list-style-type: none"> - Funding - Lack of coordination and [people?] between local governments 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - Decision-makers from local county and towns <ul style="list-style-type: none"> o Staff generates topics - Elected officials - Land managers - CPW - DOLA
<p>Next Steps:</p> <ul style="list-style-type: none"> - Greater Grand Valley Coordinating Committee (all GV elected officials; 1-2 year retreats, 1-2 topics/year 	<p>A-ha!</p> <p>No excuses!!</p>

Additional Notes, Questions from Discussion:

- “Barriers” section was left blank, but silos, resources, and political will came up in report-out discussion
- How can you present better coordination as an opportunity for all (“stronger together”) in order to get decision-makers on board?
 - o E.g., identify potential grant funds to support coordination effort (meetings, liaison);
 - o identify examples where other vicinities have succeeded in coordinating; speak in economic terms
- Suggest coordination with Transportation group

Youth Education

<p>Title: Youth Education</p>	<p>Discussion Group:</p> <ul style="list-style-type: none"> - Tim Casey (lead; CMU); Bill Edwards (USFS); Dave Karisny (Fruita); Mary Cornforth (Healthy Mesa County); Arlene Jackson (NPS); Collin Ewing (BLM); Kate Joyce (Ute Museum); Tom Kleinschnitz (AdventureBound Inc.); Kate Graham (CCA); David Barnett (Mountain Cartography); Trina Romero (CPW); Dean Riggs (CPW); Sean Williams (Powderhorn Mountain Resort)
<p>Problem:</p> <p>We need to cultivate young people as stewards and stakeholders, but they are not as engaged in public lands, outdoor recreation opps we need them to be</p>	<p>Goal:</p> <p>How do we get kids more connected to the outdoor opportunities we have?</p> <p>Opportunities:</p> <ul style="list-style-type: none"> America the Beautiful program Ski programs OWL Program TEN Program for teachers
<p>Barriers:</p> <ul style="list-style-type: none"> - Funding - Liability - Transportation - Must match curriculum for students - Too big of a leap from no activity to full activity - Parent engagement - Administrator buy-in 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> Parents PTAs, PTOs Administrators Teachers Scouts
<p>Next Steps:</p> <ul style="list-style-type: none"> - Raise awareness of programs that already exist - Don't fight mobile devices; engage them - Open more dialogue with D51 about issues (Task Force?) - Baby Steps to Backcountry: <ul style="list-style-type: none"> o Manageable and local experience first o Look for opportunities to get parents involved with kids 	<p>A-ha!</p> <ul style="list-style-type: none"> - Time is biggest constraint for both richest and poorest in recent study

Additional Notes/Questions from Discussion:

- Many people don't appreciate assets, which leads to under-valuing their potential as community and economic driver
- D51's educational offerings are a big issue; how can we partner/support rather than shame/blame district?
- Identify examples of successful programs that have had impacts we want to see here
- Focus on carving out small, meaningful chunks of time
- Suggest cross-fertilization with Balancing Stewardship + Visitation Workstream

Promoting Less Well Known Assets

<p>Title: Promoting Less Well Known Assets</p>	<p>Discussion Group: *Sign-up sheet missing</p>
<p>Problem:</p> <p>Visitors drawn to a limited set of attractions and assets that don't represent all that the Grand Valley has to offer.</p> <p>How do we better promote/elevate those lesser-known aspects and attractions of the greater GV in order to distribute visitation, and contribute to community "brand" and economy?</p>	<p>Opportunities/Goals:</p> <ul style="list-style-type: none"> - Interagency cooperation/"bundles" - Signs on highway - Improving river corridor <p>Assets:</p> <ul style="list-style-type: none"> - Bookcliffs - State Parks - NCAs - Art - Urban trails - Downtowns - River corridor (both an asset and an opportunity to improve) - Culinary culture
<p>Barriers:</p> <ul style="list-style-type: none"> - Limited broadband availability - Too much focus on well-known assets, but can't be all things to all...? - Property owners (unwilling, uncooperative, unrealistic, unresponsive) - Lack of community engagement 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - Property owners - Asset managers/owners
<p>Next Steps:</p> <ul style="list-style-type: none"> - Promote bundles - GV River Day - Organize a TEDx Grand Valley (go to: https://www.ted.com/about/programs-initiatives/tedx-program) 	<p>A-ha!</p>

Additional Notes/Questions from Discussion:

- Promote inter-agency bundles of activities/attractions to maximize exposure (also cross-municipality)
- Consider focus group/surveys (even informal) to identify which types of attractions you could better market to various audiences (residents and visitors), and how
- Don't be afraid of gimmicks, e.g., exclusive, secret, insider-type events and locations. As in Atlas Obscura: <http://www.atlasobscura.com/>
- Suggest cross-fertilization with GV Brand and Making GV Attractive to New Residents Workstreams

Creating a Grand Valley Brand

<p>Title: GV Brand</p>	<p>Discussion Group: Cilia Kohn (lead; GJEP); Kate Joyce (Ute Museum); Chris Muhr (AllMetals/COPMOBA); David Barnett (Mountain Cartography); Jen Taylor (Mountain Khaki); Collin Ewing (BLM); Trina Romero (CPW); Sam Williams (Powderhorn Mtn Resort); Tim Casey (CMU)</p>
<p>Problem: Lack of a cohesive, compelling “brand identity” contributes to Grand Valley being not well-known as a destination, or not as appreciated, compared with other places in state and region</p> <ul style="list-style-type: none"> - Greater Grand Valley isn’t recognized - External perceptions about GJ as oil and gas/abandoned mining town - Viewed as interstate pass-through town 	<p>Opportunities/Goals: How can we concisely capture and communicate what is at the heart of this place in a way that will resonate with locals, prospective residents, and visitors?</p> <ul style="list-style-type: none"> - Diversity in outdoor assets - #wevegotthattoo - Clean slate – external awareness is low, so room to build perceptions - “The Grand Junction”
<p>Barriers:</p> <ul style="list-style-type: none"> - Old vs. new guard - Palisade and Fruita have developed distinct brands, but GJ (biggest economic and population center on WS) lacks one 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - Locals - Prospective and current visitors - Needs to be determined
<p>Next Steps:</p> <ul style="list-style-type: none"> - Internal marketing (?) - Needs to be determined 	<p>A-ha!</p> <p>#worldclasseverything (Trademark this!)</p>

Additional Notes/Questions from Discussion:

- As with “less well known assets” feedback, focus groups or surveys of residents and external visitors can be helpful in identifying what people care about
- Is there a sweet spot between the “old guard” and the new that helps to define what the area is really about, or does it need a radical overhaul for the future?
 - o E.g., See clever marketing campaign promoting local food by Mesa Verde Country bringing emerging local ag movement and Puebloan Indian ag traditions: “2,000 years of local food”
- Could be helpful to promote specific arts that are concentrated or unique to GV area to help bring together brand? (E.g., Telluride = Film; Mancos = Western Crafts;
- Suggest cross-fertilization with GV Brand, Less Well Known Assets, and Regional Coordination Workstreams
- See Postcards

Making Grand Valley More Attractive to New Residents/Industries

<p>Title: Making Grand Valley More Attractive to New Residents/Industries</p>	<p>Discussion Group: Kate Graham (lead; CCA); Jen Sliney (PalisadeVelo); Mary Cornforth (Healthy Mesa County); Terri Chappell Paxson (CNMA); Kirk Rider (TU); Lori Buck (Fruita); Michael Paxson (CNMA); Shannon Wadas (CPW); Brandon Stam (GJ DDA); George Gatseos (Over the Edge); Aaron Young (Kart Group)</p>
<p>Problem: Some of GV's qualities – education system, infrastructure, etc. - are deterrents prospective new residents/businesses</p> <ul style="list-style-type: none"> - Division among community - Spotty leadership - Commitment to future generations - It's not popular to run for office 	<p>Opportunities/Goals: These problems are solvable, but there needs to be political will and drive by community to take specific actions that will accomplish changes</p> <ul style="list-style-type: none"> - Create coordinated economic incentives - Valley identity – GJ identity <ul style="list-style-type: none"> o Implement North Star Study - Commitment to shared vision/priorities
<p>Barriers:</p> <ul style="list-style-type: none"> - D-51 - Wages and professional opportunities - Health care (esp. access to primary care) - Planning - Transportation - Housing? - Unique experiences - Cynical... (?) - North star study is under-funded - Transparency 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - CMU - Medical community - Business/economic dev orgs
<p>Next Steps:</p> <ul style="list-style-type: none"> - Leadership cultivation 	<p>A-ha!</p> <ul style="list-style-type: none"> - North star study - Invest in branding - Economic development

Additional Notes/Questions from Discussion:

- May be good opportunity for a multi-stakeholder, community task force (not limited to, but including economic development/business orgs like GJEP, Chambers, DBA)
- Suggest cross-fertilization with GV Brand, Less Well Known Assets, and Regional Coordination Workstreams
- Could be helpful to promote specific arts that are concentrated or unique to GV to help brand?
- This requires both civic and electoral action over the long haul
- In addition to cultivating new leadership that represents the future GV wants to have, need to be engaged and show support NOW for the kind of change you want to see to GV's current leaders. (I.e., organize!)

Balancing Stewardship + Visitation of GV Resources

<p>Title: Balancing Stewardship and Visitation of Resources</p>	<p>Discussion Group: Jen Sliney (PalisadeVelo); Collin Ewing (BLM); Terri Chappell-Paxson (CNMA); CJ Brafford (Ute Museum); Alan Martinez (CPW); Jeff Bates (GV Jeep); Scott Braden (Conservation CO); Bob Allison (NPCA)</p>	
<p>Problem: Growth in visitation and population in GV already putting pressure on many natural resources/assets, and negatively impacting the way people experience them.</p>	<p>Goal: Looking ahead, how can we continue to promote those assets as engines of growth, as well as preserve the resources and the types of experiences that make them special?</p>	
<p>Barriers:</p> <ul style="list-style-type: none"> - Growth. - Lack of education/appreciation among local population (esp among youth and those demographics that don't recreate as much, but others, too) 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - GV Trails Alliance - Schools 	
<p>Next Steps/Opportunities:</p> <ul style="list-style-type: none"> - CCA's Trail Monitoring Program - Create inter-agency/tribe meetings on stewardship - Designated trails [as more heavily trafficked] - Expand stewardship education - Create apps for trail usage showing where crowds are to encourage distributed usage, and for difficulty level - Public meetings – State of Public Lands - Establish guided tours of sensitive cultural sites or other fragile assets to control visitation (and use as opp for stewardship education) - Encourage adopt-a-trail programs, esp. by youth programs /schools/classes and community groups (so that people are more discouraged to damage) - Better enforce closure seasons to protect wildlife/ecosystems - Registration/permitting for trail use (a la river permits) - Develop volunteer base/clubs to monitor sensitive/at risk sites at high use times - Positive alternative use for trashed sites - Engage older scouts for clean-up/restoration crews 	<p>A-ha!</p> <ul style="list-style-type: none"> - Need to plan for growth and increased use, not fight it - Need to educate kids and local population 	

Additional Notes/Questions from Discussion:

- Suggest cross-fertilization with Youth Education, Multi-Use Workstreams
- GOGO Inspire Initiative – connects youth and families to outdoors, provides funding for projects - <http://www.goco.org/grants/apply/inspire-initiative>
- Connect with Colorado Discover Ability – Programs for differently abled people - <http://www.coloradodiscoverability.org/>
- Engage with Healthy Mesa County - <http://www.healthymesacounty.org/>

Improving Regional Transportation + Planning in GV

Title: Improving Regional Transportation _ Planning	Discussion Group: Dean Bressler (lead)	
Problem: Trails and roads lack connectivity, are not conducive to regional travel (especially between municipalities) – both for day-day commuting, and for visitation to main assets	Goal: Work to adopt plans/projects for roads, transport systems, and trails that make the greater GV region more connected and accessible	
Barriers: <ul style="list-style-type: none"> - Lack of education [among leaders, public?] - Funding for projects, system improvements, new solutions - Lack of motivation by leadership to coordinate across jurisdictions - Multiple agencies/jurisdictions: GJ, Fruita, Palisade, Collbran, DeBuque, Mesa County, CDOT - Air access is poor 	Who (to engage)? <ul style="list-style-type: none"> - City and county leadership - Grassroots: Jeep Club, COPMOBA, Urban Trails, GV Bikes 	
Next Steps/Opportunities: <ul style="list-style-type: none"> - Continued collaboration among 5 inter-agency – MCI + County; CDOT, Public land, Tourism, Education - “Road Map” - Transportation summit during regional planning process - Shuttle/Grayline for visitors to main attractions - Work with CO Welcome Center - Cultivate new leadership and work to get current leadership on board - Need to be intentional about developing for cont’d growth/visitation - Attract/expand Uber, Lyft, other transportation services - Regional buses! 	A-ha! <ul style="list-style-type: none"> - See next steps 	

Additional Notes/Questions from Discussion:

- Suggest cross-fertilization with Regional Coordination and Balancing Use + Stewardship Workstreams

Improving Regional Transportation + Planning

<p>Title: Improving Regional Transportation</p>	<p>Discussion Group: Dean Bressler (lead; GV Metro Planning Assoc; Barb Bowman (GJ VCBP; Oralee Witte (CO Welcome Ctr); Kaye Simonson (Mesa County Planning); Jack Neckels (CNMA); Jeff Bates (GV Jeep)</p>	
<p>Problem: Trails and roads lack connectivity, are not conducive to regional travel (especially between municipalities) – both for day-day commuting, and for visitation to main assets</p>	<p>Goal: Work to adopt plans/projects for roads, transport systems, and trails that make the greater GV region more connected and accessible</p>	
<p>Barriers:</p> <ul style="list-style-type: none"> - Lack of education [among leaders, public?] - Funding for projects, system improvements, new solutions - Lack of motivation by leadership to coordinate across jurisdictions - Multiple agencies/jurisdictions: GJ, Fruita, Palisade, Collbran, DeBuque, Mesa County, CDOT - Air access is poor 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - City and county leadership - Grassroots: Jeep Club, COPMOBA, Urban Trails, GV Bikes 	
<p>Next Steps/Opportunities:</p> <ul style="list-style-type: none"> - River trail connectivity - Continued collaboration among 5 inter-agency – MCI + County; CDOT, Public land, Tourism, Education - Create “Road Map” (?) - Convene community Transportation Summit during regional planning process - Shuttle/Grayline for visitors to main attractions - Work with CO Welcome Center - Cultivate new leadership and work to get current leadership on board - Need to be intentional about developing for cont’d growth/visitation - Attract/expand Uber, Lyft, other transportation services - Regional buses! 	<p>A-ha!</p> <ul style="list-style-type: none"> - See next steps 	

Additional Notes/Questions from Discussion:

- Suggest cross-fertilization with Regional Coordination and Balancing Use + Stewardship Workstreams

Setting the Standard for “Multiple Use” on Public Lands

<p>Title: Setting Standard for Multiple Use</p>	<p>Discussion Group: Arlene Jackson (lead, NPS); Joe Meyer (BLM); CJ Brafford (Ute Museum); Janie VanWinkle (VanWinkle Ranch); Garrett Portra (Carlson Vineyards); Bill Edwards (USFS); Dean Riggs (CPW); Scott Braden (Cons CO); Bob Allison (NPCA)</p>
<p>Problem:</p> <p>GV is the quintessential example of a place where various uses on public lands often come into conflict in ways that often divide the community, which compromises community cohesion and development</p>	<p>Goal:</p> <p>What would it take for GV to be pre-emptive about resolving conflicts, esp on public lands, and producing a model/standard of best practices for how to accomplish “multiple use” that reflects the area’s diverse interests/communities/values?</p> <p>Opportunities:</p> <ul style="list-style-type: none"> - Identifying sustainable funding streams such as OHV Tags <ul style="list-style-type: none"> o USFS couldn’t maintain trails without funds from state grants o Educational components - Marketing the value/worth of public lands – emphasizing the multiple opportunities - Education – How do the interests of the individuals intersect with other users - New populations coming in to area could boost the economy which could help all sectors - Identifying compatible uses and separate from non-compatible – however this separation can cause lack of understanding between groups - Often it is not necessary to pick “winners” and “losers”. Better if you can work with smaller groups and create more “winners”. Example BLM worked with different counties regarding oil/gas leases. A county that needed them kept them and those that didn’t were closed. <i>(words might not be exactly right – Arlene’s translation)</i> - Example of appropriate forum for conflict resolution <ul style="list-style-type: none"> o Grand Valley Trail Alliance – a group made up of those using trails (mountain bikers, ATV, hikers, other motorized uses) <ul style="list-style-type: none"> ▪ Create a forum for discussion creating understanding regarding future public land projects ▪ By discussing upcoming projects before they are set, allows opportunity for changes based on feedback ▪ Allows for upfront conversation ▪ In past group has recommended or “blessed” trail closures due to understanding of why it was necessary.

	<ul style="list-style-type: none"> - Work in the smallest scale possible – a landscape wide plan is hard for the average citizen to digest and comment on, but when a proposed plan effects an area they are familiar with or using it is much easier for them to communicate their concerns giving managers better feedback.
<p>Barriers:</p> <ul style="list-style-type: none"> - When only a few people use the land relatively few conflicts – as number of users increase conflicts increase - <u>Land ownership:</u> Requirements, expectations, and goals relative to who owns land cause issues around who is using what lands to do what. Expectations/policies/rules are different for each land owner. Visions and missions are different and few people understand them. - <u>Competing uses</u> - People’s use of the land vs wildlife use/needs - <u>Conflicts</u> - Conflicts arise between traditional users (generational) versus those new to an area. This is also a result of the numbers of people new to the area versus those whose families have lived here for years. <ul style="list-style-type: none"> o Example – landowners that have gone up the road to target shoot versus those who either also want to shoot but don’t have same ethics or those who want no shooting. - Laws and how they are interpreted - <u>Fees/permitted uses</u> - Conversation relative to those who pay to use the land (cattleman, oil/gas, motorized vehicles) versus those that don’t <ul style="list-style-type: none"> o Those that pay are accountable for damage o How are others accountable o Lack of knowledge about how each group supports public lands through fees o Pay to Play? People often object initially but once fees show benefits in new facilities or better roads/trails they are okay with it. o How do you increase funding for non-motorized use - Lack of respect of public lands among some constituencies - In business it is all about who you are and what you are number one at – is this a good role model for public lands or do they need to be good at a lot of things? - <u>Setting expectations</u> - Expectations by the public to be able to do everything everywhere causes issues - Need to be careful that economic drivers send community in a good direction. (Denver’s economic drivers may not have led to the best end) 	<p>Who (to engage)?</p> <ul style="list-style-type: none"> - Needs to be determined

<p>Multi Use, Cont.</p> <p>Next Steps:</p> <ul style="list-style-type: none"> - Work on easing competitive boundaries between jurisdictions, communities <ul style="list-style-type: none"> o Joint grants o Joint opportunities - Find Common Ground <ul style="list-style-type: none"> o Focus on care about resource o Common Values o Multiple use on public land is important - Identify quality of life <ul style="list-style-type: none"> o What do we value and wish to sustain o Range of choices - Identify Limiting factors – when do you lose the values that are important (water, space, land, parking, etc) - Need Good planning ahead of issues <ul style="list-style-type: none"> o Cities that plan well position themselves for the future and avoid many growth issues. In Grand Valley this planning should include public lands sector - Need for effective communications to create understanding, <ul style="list-style-type: none"> o emphasis on early communication – o example: inviting oil companies to come in before they have decided on areas they want to drill. Once they decide where they want to be they have already invested money in project and they are more resistant to changes 	<p>A-ha!</p> <ul style="list-style-type: none"> - See next steps
--	--

Additional Notes/Questions from Discussion:

- Suggest cross-fertilization with Regional Coordination, Youth Stewardship, Balancing Stewardship + Visitation Workstreams
- May be a good idea to start with case studies: What are examples where problems have been able to be addressed early, and where community interests were able to be heard and were taken into account?
- Also may be useful to log “hot button” examples that continue to raise issues, and brainstorm about the different challenges/barriers that prevent resolution
- Who are folks who can help move this forward? Who needs to be continually engaged?
- Opportunity for periodic community-based forum that seeks to propose solutions to issues that could be suggested to agencies/decision-makers?