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## From the Director's desk...



The next article in this edition of eNews about Grand Adventure Brewing reveals a proprietor who opened for business to become a community anchor. Kremmling must concur because "Brewery" is already on a wayfinding sign in the center of town.

Kremmling, like a number of Grand County towns as well as Silverthorne has distinctively attractive town monument signs built by Lunsford Signs of Hot Sulphur Springs. Attractive signage is a big deal to small places.

Entering a town, such signage shows how much self-respect a community has, and further wayfinding signs usually proudly point toward major public investments—schools, libraries, parks, town hall. The self-respect part goes for business signage as well. Sign codes attempt to put some of the same care and design continuity into business signage. There is no quicker way to cheapen an otherwise attractive corridor than with signage.

Because sign codes are about regulation as much as curation, they may be the top frustration of local businesses with city hall. The courts have dealt a blow putting sign codes into question with *Reed v Town of Gilbert Arizona* that has not come to roost in most places. A decade ago as a mayor, I was all about rigorous sign code as civic branding tool. I was also in full alignment with not promoting businesses with public signage other than "Central Business District" even after investing \$5M in a streetscape there. As you can see from the photo, they are all in with promoting businesses with public wayfinding signs.

It may seem unrelated but in our infinite wisdom, we also didn't allow neighborhoods to have entry signage when I was mayor, so while I am appalled that my own subdivision (which has many community anchors) just installed a massive monument sign on the edge of town, I also understand why it was put there. It sits at the entry to a district that many who drive by don't know is there. But on behalf of the town brand, I'll admit, I can be a bit of a civic snob. It shouldn't shout the name of the subdivision.



Observing how dependent Western Colorado towns are on the success of community anchors, public or private, my perspective on "public" right of way business signage has shifted. I'm OK that the new monument directs visitors to "Cinema" and "Dining." I'm just embarrassed that the subdivision name is in block letters—it has the whiff of "I'm better than you" and it is like entering a confused town with different names at each end (I'm not a socio-economic snob).

With all that said, progressive towns realize that some of the public-private separations, (other than the obvious ethics issues) have given way to recognition of how success of public and private interests is intertwined. Towns want businesses to be found. Sales tax pays bills and build amenities. Businesses leverage quality places that have the self-respect to have high expectations with strong amenity bases. As I have lamented elsewhere, visitors can be ruthlessly savvy consumers of place. I can't be the only one who notices such things as signage. In these days of smart phones, it is slightly old fashioned to be able to navigate town just with signage.

We heard how towns are warming to their place in economic development at our recent NWCCOG Economic Development summit. Something interesting is happening — some of those private institutions are slowly, quietly being recognized as community anchor institutions, and some towns are embracing that. In Kremmling they are

literally pointing the way to their newest business.

As for neighborhood monuments marking where you sleep, read on at my blog: [a-public-observer.com](http://a-public-observer.com).

**Jon Stavney**

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## Fuel your Grand Adventure



Grand Adventure Brewing Company, "The Ultimate Local Brewery" started as a "nap time project" while Rick Reliford's daughter was asleep. After commuting to Summit County for years, the new brewery owner wanted to start a business closer to home near Kremmling, and he wanted to highlight what he felt were the diverse and under-recognized outdoor recreation opportunities nearby. He also wanted to do something "community-oriented."

The project didn't start as a brewery. Rick introduced himself to Shelly McManus at the Kremmling Chamber to ask what she thought about opening a sporting goods store. After explaining his job experience managing a restaurant/brewery to McManus, the project pivoted back to into his wheelhouse, leading to purchasing a restaurant and adding a brewery.

"Colorado is like old world Europe," says Reliford, "every town has its brewery. Colorado has an entire tourism industry woven between Outdoor Recreation and breweries. I wanted to put Kremmling on the map." True to course, he notes that Kremmling is now getting mentioned in places where it wasn't, like Winter Park Magazine and Thirst magazine; all because of Grand Adventure Brewing Company.

Reliford had four different sources refer him to the Northwest Loan Fund, including Patrick Brower, Facilitator with the Grand Enterprise Initiative. Reliford says, "Grand Adventure would not be possible without the assistance of Anita Cameron, Director of Business Lending for the Northwest Loan Fund. Cameron gets to meet some of the most motivated entrepreneurs across the nine-county region served by the business loan program. Her dedication to them is well recognized. "Anita has been incredibly helpful with anything we asked." Since 2013, the program has closed on 32 loans totaling over \$2.3 million, though none were more important to Rick and Laura Reliford whose loan allowed them "purchase brewing equipment and establish working capital." Today GAB boasts 5 of their own craft beers on tap.



Brewing Equipment



Rick Reliford

After 18 years in the restaurant business, the last 10 as Manager and Assistant Brewer at the Dillon Dam Brewery, Rick realized he was not done with restaurants and he had ideas of his own. For instance, he wanted ingredients sourced from local ranchers to insure beef, pork, lamb, poultry, and vegetables he served would support Colorado farmers. He also wanted seasonal beers focused around local foraging, and to promote outdoor recreation through "food, craft beer, community events, recreation teams and sporting competitions." The first few Grand Adventure brand races were organized by the local cross-country coach. Reliford's goal is to promote 7 to 8 community outdoor recreation events per year. The unique location across from the town park and Kremmling visitors center includes two indoor eating areas and a kid-friendly enclosed outdoor area with horseshoe pits.

People have been very responsive to Grand Adventure, especially the food.



"We have an extensive menu and a 'from scratch kitchen run by Chef Travis Mathey," says Reliford "when before it was all freezer to fryer cooking. I was at the park not long after we opened when I overheard a mother lamenting that the best pizza in town was at the Kum n Go, and I thought, who can't compete with gas station pizza?" After committing to making dough in-house he says, "we were instantly the best in town."

Though businesses receiving loans through the Northwest Loan Fund are as diverse as a logging business, and a guest ranch, a number of loans serve a rapidly growing market sector-breweries. Information about specific loans remains confidential at the request of recipients, though not enough to stop us from boasting that the fund has supported acquisition, expansion or start-up of breweries in number of different towns in the NWCCOG region.

Most important to the U.S. Department of Housing and Urban Development which funds the NLF program, these loans have also created over 85 jobs, so it is not incidental that a point of pride for Reliford that Grand Adventure Brewing has doubled staffing from previous levels, helping more people stay in town, and maybe spend more nap times near home.

The websites for [Grand Adventure Brewing](#) and [Northwest Loan Fund](#) can be reached by clicking on these links.



## Community Conversations

### Wild and Scenic in the time of extended drought



It is a rough summer for the fish in our mountain streams, and it would be worse if these fish didn't have friends.

The Upper Colorado Wild and Scenic Group which QQ and NWCCOG have been involved with since its inception many years ago is sort of the mother of regional collaborations.

Brought together by a (mostly) common interest to not have the Colorado River between Granby and Glenwood Spring under federal management as a designated Wild and Scenic stream, a vast stakeholder group of interested parties hammered out an adaptive management plan with multiple stakeholders. Like paint drying, such

regional and in this case, nearly statewide efforts don't get much attention.

This summer's water scarcity situation is providing a test of the triggers for when the "Outstanding Recreational Values" hit certain thresholds - like 70 degree water temperatures at Catamount.

So when Jack Bombardier owner of Confluence Casting sent out an email to many stakeholders that the river temperatures were warming to levels detrimental to aquatic life, as he noted, "the response to that email was fantastic, with the River District, Denver Water, and Northern Water all releasing some much-needed H2O down the river in July which when combined with some cloudier skies cooled things off." Jack went on in a recent article to say, "It made me feel proud to be a part of the stakeholder group, by seeing how spending hours of time talking about RFPs and monitoring thresholds could result in positive results on the ground for the ecosystem we are all ultimately trying to protect. Even with the additional water releases temperatures still got pretty high, and I have no doubt that without all that extra water we would be having a different discussion, it would not be one just about dead fish. So thank you to everyone who had any part in getting a little more water released two weeks ago!"

So the adaptive management of a stakeholder group established to keep management local had a moment of glory, so congratulations to QQ and many in the region who have spent notable chunks of their lives developing the mechanism that allows a fisherman to call out and get immediate responses from federal agencies and many the major water providers and interested parties in the state.

Because as Bombardier says, "the fish don't have email, so I'm just getting the word out on their behalf"

## Waiting for the Olympics to fix I-70 is not an option



Newly [released results](#) from the Olympic and Paralympic Winter Game Exploratory Committee recommended that Denver and Colorado pursue a bid for future Winter Games. Nearly 30,000 interactions took place with Coloradans from all walks of life to discuss the pros and cons, with of course the biggest con being how would the venues and infrastructure be paid for without big tax increases, followed by recurring questions regarding how the I-70 Mountain Corridor would operate during a Winter Games.

It would be nice to think all of our I-70 issues would be solved by hosting the games but Dan Gibbs, Summit County Commissioner and chair of the I-70 Coalition, along with Jill Ryan, Eagle County Commissioner who serves as vice chair of the I-70 Coalition, prefer not to wait for the potential Olympics.

[A June 22, article in the Summit Daily](#) written by Gibbs and Ryan states, "What gets lost in all the discussion - and what is important for Coloradans to know - is that there is an existing plan for the I-70 Mountain Corridor. And regardless of whether Colorado ever hosts a future Olympic Games, we must continue to move forward with this plan, because it is the answer to the frustrating conditions we experience on the interstate."

This plan was issued by the Federal Highway Administration and the Colorado Department of Transportation in June 2011. A product of years-long debate among a diverse group of stakeholders stretching from Denver to the Western Slope. Gains have been made already including the widening of the Veterans Memorial tunnels near Idaho Springs, and an addition of a Express Lane on eastbound I-70. Others are on the drawing board including a westbound Express Lane and redesign and expansion of the Floyd Hill section.

The good news is that public/private technological advances are being made and tested that will ultimately work in the high country that may help to alleviate the frustration caused by the current strain on I-70 by Coloradans and visitors alike. Waiting 12 more years for a potential 2030 Olympics is not the best option. As Gibbs and Ryan state in their article, "We can and should make a lot of progress on the I-70 plan in the interim. Regardless of whether Denver secures a future Olympics, Colorado must continue to move forward with the implementation of the plan for I-70."

We agree.

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## Interested in sharing your vision for aging in the future?

Every four years, the Alpine AAA is required to submit an Area Plan to the State Unit on Aging every four years in a format specified by the State Department, which includes goals and measurable objectives and identifies planning, coordination, administration, supportive, and nutrition services, as well as evaluation activities to be undertaken. The next Area Plan is due March 31, 2019 and we are planning ten community conversations across the region to gather input on the Area Plan. Please take some time to attend one of these events and let your voice be heard.

# Community Conversation

WHAT  
MATTERS  
TO YOU?



Join this unique opportunity to share your vision of aging in the county

Are you interested in the future of our aging community? Do you care what our community has to offer as you age? The Alpine Area Agency on Aging is inviting people of all interests to participate in a Community Conversation. These interactive conversations are an opportunity for you to share your vision of the future, and offer your opinions, concerns, and suggestions. Your input will inform the update of the Alpine Area Agency on Aging's Four Year Plan. If you have questions or would like more information, please contact Erin Fisher at [aaa12@nwccog.org](mailto:aaa12@nwccog.org) / 970-468-0295 x107.

## Eagle County

September 5 10am-11am	Maloit Park Senior Wellness Center at Vail 1951 South Hwy 24, Minturn, CO 81645
September 6 11am-12pm	El Jebel Senior Center 0020 Eagle County Drive, El Jebel, CO 81623
September 11 1pm-2pm	Golden Eagle Senior Center 715 Broadway, Eagle, CO 81631

## Grand County

September 10 1pm-2pm	Silver Spruce Senior Apartments 106 South 6 <sup>th</sup> Street, Kremmling, CO 80459
September 18 12:30pm-1:30pm	Granby Community Center 129 3 <sup>rd</sup> Street, Granby, CO 80446
September 18 5:30pm-6:30pm	Grand Lake Recreation & Event Center 301 Marina Dr, Grand Lake, CO 80447

## Jackson County

September 13 1pm-2pm	JCCOA Senior Center 312 5 <sup>th</sup> Street, Walden CO 80480
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## Pitkin County

September 6 5:30pm-6:30pm	Redstone Inn 82 Redstone Blvd, Redstone, CO 81623
September 7 1pm-2pm	Pitkin County Senior Services 275 Castle Creek Rd, Aspen, CO 81611

## Summit County

September 10 5pm-6pm	Summit County Community & Senior Center 83 Nancy's Place, Frisco, CO 80443
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## Profiles from around the region

We think it's important to get to know members from all over the region and we've started a "getting to know you tour" that helps us to learn more about communities and their leadership -- what their issues and challenges are, as well as their visions for the future.

This month Jon interviewed [Ryan Mahoney Town Manager](#) of Basalt, and [Debra Figueroa - Town Manager](#) of Glenwood Springs. To read their complete interview click on the links above.

Here are a few of Jon's questions and their answers:



Ryan Mahoney

**How long have you been in this job?** Twelve months as of June 2018.

**What were your previous roles?** ? My first job out of grad school was as a planner in Buena Vista. Within a year I was interim manager and then stayed there for another 2 years. It was a steep learning curve. I was town manager in Dolores after that and then moved back to Arizona for 4 years and was Development Services Director in Marana, a suburb of Tucson.

**What are the Basalt Town Council Priorities and how is that communicated?**

We did a retreat when I started. I gathered information from staff about ongoing and desired projects. That coalesced into a task list for 2018. After starting in June, it was enough to budget by but it was a big list. We turned it into 12 top priorities and printed it on a large sheet in the council chambers though the task list was done in something of a vacuum with regard to a strategic framework. We will begin backing into that framework next. Having printed priorities is important, like when last week a council member talked to me about parking and I was able to say, "for this year we

are maxed out on projects, we need to discuss that as an entire council to make it a priority."

**What are the best and worst things about being Town Manager?** The Best-how dynamic it is. There is always something new every day. The Worst-how dynamic it is. There is always something new every day. It is always interesting. Right now, though, it is challenging to be in any form of government.

[To read Ryan's complete interview - click here.](#)



Debra Figueroa

**How long have you been City Manager for Glenwood Springs?** I just had my two-year anniversary.

**Congratulations.**

**What was your previous experience?** I was assistant Borough Manager for Carlisle, PA and was mainly focused on redevelopment in that role. In Sarasota, FL I was Community Development Director and then Assistant to the City Manager.

**What is your home town?** St. Augustine Florida

**What was your intended profession after college?** I studied political science and wanted to join the United Nations. I wanted to end world hunger.

**What are the Council priorities and how are they communicated?** The 2018 Priorities are written but we are still working off of the 2017 document because it

hasn't been adopted. Top priorities are to reconstruct south Midland Ave, replace the 27th street bridge, continue 7th street redevelopment. We also need to start planning to replace streets. We have 43 centerline miles and 103.5 lane miles. A pavement asset assessment through a third party noted that more than half our lane miles are "failed." Other than that, I inherited a list of 60 items without notation or priority, so we have begun giving them narratives, prioritizing and tracking them. I plan to start a cycle of such an exercise every two years with a new council within a couple months of an election.

**Speaking of Economic Development it seems like you can't talk about it the same way on one end of the valley as the other and that is a shame. Politically, it is a long ways from Aspen to Rifle.** And Glenwood is right in the middle. We have some council dynamics that reflect that politics have reached us all the way from Washington D.C. These are not partisan issues we have, but people are more comfortable within their own bubble.

[To read Debra's complete interview, click here.](#)

**MEETING MATTERS - thoughts that shape our future**





At each of our Council meetings, we have round table discussions about topics that matter to the region. Of course all of our meetings are open to the public, so we urge the public and membership alike to review the topics in our "Meeting Matters" section to see if there are discussions of particular interest. We invite you to share local ordinances, white papers, or articles on the topic so we can include the viewpoints of those who have already had these discussions. Any pertinent documents should be sent to Rachel Lunney within three days of the meetings.  
[Rachel@nwccog.org](mailto:Rachel@nwccog.org)

July 26, 2018 Council Meeting

Location: Winter Park Town Hall Conference Room, 50 Vasquez Rd.

- 10:15 - 11:30 Round Table discussion: Project THOR updates will include a brief overview of the DOLA grant application, and a presentation by Evan Biagi, VP of CO Operations, with Mammoth Networks describing the Network design and final strategies.
- 11:30 - 12:30 Round Table discussion: Short Term Rental issues will be discussed along with what other jurisdictions are doing to overcome the challenges presented by this evolving phenomenon.

August 16, 2018 Council Meeting

Location: Pitkin County Admin Building, 530 E Main St #3, Aspen, CO

- 11:00 - 12:30 Round Table discussion: Member recap of the most recent incidence reports faced by their emergency management teams including wild fires in the region.

## Looking for a few great employees

The Alpine AAA is looking for a new staff member! CJ Grove, **RSVP and Volunteer Coordinator**, is moving back to Albuquerque, New Mexico in search of greener pastures (or maybe greener hatch chilies). We are changing the job a bit so that now the job description includes both RSVP/Volunteer and Long Term Care Ombudsman work.

Also looking for:

Weatherization Installer

Mountain Ride Call Center Representative

Check out the Job Descriptions on the NWCCOG Employment Opportunities page: [Employment](#). NWCCOG is an equal opportunity employer.

## 2018 NWCCOG COUNCIL MEETING SCHEDULE

### Thursday, July 26, 2018

Full Council Meeting

Location: Winter Park Town Hall Conference Rm, 50 Vasquez Rd., Winter Park, CO

Time: 10:00 a.m. - noon

Primary Agenda Items: Approval of 2019 dues; approval of 2018 budget revisions; discussion re: Annual Planning Meeting Agenda

### Thursday, August 16, 2018

Full Council & EDD Board Annual Planning Meeting

Location: Pitkin County Admin Building, 530 E Main St #3, Aspen

Time: 10:00 a.m. - 2:00 p.m.

Agenda Items: Strategic Planning for 2019

### Thursday, October 25, 2018

Full Council Meeting

Location: Community & Senior Center Fremont Rm, 83 Nancy's Place, Frisco, CO

Time: 10:00 a.m. - noon

Primary Agenda Items: Review of draft 2019 budget

### Thursday, December 6, 2018

Full Council, EDD Board & Foundation Board Meeting

Location: Eagle County Government Garden Level Classroom, 500 Broadway St., Eagle

Time: 10:00 a.m. - noon

Primary Agenda Items: 2018 budget revisions; approve 2019 budget; adopt 2019 meeting schedule; annual NWCCOG Foundation Board meeting.

## Northwest Colorado Council of Governments

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