

Ridgway Town Council  
Regular Meeting Agenda  
Wednesday, January 9, 2019  
201 N. Railroad Street, Ridgway, Colorado

5:30 p.m.

**ROLL CALL** Councilors Robb Austin, Tom Heffernan, Ellen Hunter, Ninah Hunter, Tim Malone, Mayor Pro Tem Eric Johnson and Mayor John Clark

**EXECUTIVE SESSION**

The Council will enter into a closed session pursuant to Colorado Revised Statutes 24-6-402(b) and (e) for conference with the Town Attorney for the purpose of receiving legal advice regarding Council actions, and to discuss matters subject to negotiations regarding public property. The Council may reconvene into executive session at the end of the regular meeting.

6:00 p.m.

**ADDITIONS & DELETIONS TO THE AGENDA**

**ADOPTION OF CONSENT CALENDAR** All matters listed under the consent calendar are considered to be routine by the Town Council and enacted by one motion. The Council has received and considered reports and recommendations prior to assigning consent calendar designations. Copies of the reports are on file in the Town Clerk's Office and are available to the public. There will be no separate discussion on these items. If discussion is requested, that item will be removed from the consent calendar and considered separately.

1. Minutes of the Regular Meeting of December 12, 2018.
2. Register of Demands for January 2019.
3. Pursuant to State Statute, designate the Town Hall bulletin board as the official posting place for Town notices.
4. Renewal of Liquor Store License for San Juan Liquors.

**PUBLIC COMMENTS** Established time for the public to address the Council regarding any item not otherwise listed on the agenda. Comments will be limited to 5 minutes per person.

**PUBLIC REQUESTS AND PRESENTATIONS** Public comments will be limited to 5 minutes per person; discussion of each item may be limited to 20 minutes.

5. 2018 Year End Report – Colin Lacy, Ridgway Area Chamber of Commerce.
6. Update from the Ridgway Creative District and Main Street Programs, with Presentation of ideas for Creative Industries project and technical assistance grant for 2019 – Community Initiatives Facilitator, Diedra Silbert.

**PUBLIC HEARINGS** Public comments will be limited to 5 minutes per person; hearings may be limited to 20 minutes.

**LAND USE** Public comments will be limited to 5 minutes per person; hearings may be limited to 20 minutes.

**POLICY MATTERS** Public comments will be limited to 5 minutes per person; overall discussion of each item may be limited to 20 minutes.

7. 2019 Memorandum of Understanding for Colorado Creative Partnership and Program – Community Initiatives Facilitator, Diedra Silbert.
8. Discussion and follow up to adoption of Ordinance 2018-07 Prohibiting the Use of Certain Plastic Bags – Town Manager.
9. Thirty-day extension for access to Railroad Street from Lot A, Park Subdivision - Town Attorney.
10. Adoption of the Ridgway Emergency Operations Plan – Town Manager.
11. Agreement to purchase Spillman Software in 2019 – Town Manager.
12. Appointments to the Ouray County/ Ridgway Joint Planning Board – Mayor Clark.

#### **MANAGERS UPDATE**

- 2019 Meeting and Workshop Schedule, including Capital Assessment Workshop on Jan 23
- Information to community on water use
- Marijuana drop-off location update
- Year-end newsletter and 2019 outlook

**STAFF REPORT** Written report is provided for informational purposes prior to the meeting updating Council on various matters that may or may not warrant discussion and action.

**COUNCIL COMMITTEE REPORTS** Informational verbal reports from Councilors pertaining to the following committees, commissions and organizations:

#### Council Appointed Committees, Commissions, Task Forces:

Ridgway Parks, Trails & Open Space Committee - Councilors Austin, N. Hunter and Mayor Pro Tem Johnson

Ridgway Planning Commission - Councilor E. Hunter and Mayor Clark

Ridgway Creative District Creative Advocacy Team - Councilor N. Hunter

Ridgway Scholarship Committee - Councilors Malone, Mayor Pro Tem Johnson and Mayor Clark

#### Council Board Appointments:

Ouray County Weed Board - Councilor E. Hunter; alternate - Town Engineer

Ouray County Joint Planning Board - Councilor E. Hunter, citizens Rod Fitzhugh & Tom McKenney; alternate- Mayor Pro Tem Johnson

Sneffels Energy Board - Mayor Clark and Town Manager; alternate - Mayor Pro Tem Johnson

Ouray County Multi-Jurisdictional Housing Advisory Committee - Councilor Heffernan; alternate - Town Manager

Region 10 Board - Mayor Clark

WestCO Dispatch Board - Town Marshal; alternate - Town Manager

Gunnison Valley Transportation Planning Region - Town Manager; alternate - Town Engineer

Ouray County Transit Committee - Community Initiatives Facilitator; alternate - Town Manager

Ouray County Water Users Association - Councilor E. Hunter

Council Participation and Liaisons:

Chamber of Commerce - Councilmember Malone

Communities That Care Coalition - Mayor Clark

Ouray County Fairgrounds - Councilor Hunter

**ADJOURNMENT**

Deadline for agenda items for next regular meeting, Wednesday, February 6, 2019 at 4:00 p.m., Town Clerk's Office, 201 N. Railroad Street, Ridgway, Colorado.

## Consent Agenda

RIDGWAY TOWN COUNCIL  
MINUTES OF REGULAR MEETING  
DECEMBER 12, 2018

CALL TO ORDER

The Mayor Pro Tem called the meeting to order at 5:35 p.m. in the Community Center at 201 N. Railroad Street, Ridgway, Colorado. In attendance Councilors Austin, Heffernan, E. Hunter, N. Hunter, Malone and Mayor Pro Tem Johnson. Mayor Clark was absent for the roll call.

EXECUTIVE SESSION

The Town Attorney requested entering into a closed session pursuant to Colorado Revised Statutes 24-6-402(b) and (e) for conference with the Town Attorney for the purpose of receiving legal advice regarding Council actions, and to discuss matters subject to negotiations regarding public property, water rights and water supply.

ACTION:

It was moved by Councilor N. Hunter, seconded by Councilor Malone and unanimously carried to enter into closed session.

The Council entered into executive session at 5:35 p.m. with the Town Attorney and Town Manager.

Mayor Clark entered the closed session at 5:45 p.m.

The Council reconvened to open session at 6:00 p.m.

CONSENT AGENDA

1. Minutes of the Regular Meeting of November 14, 2018.
2. Minutes of Workshop Meeting on November 28, 2018.
3. Register of Demands for December 2018.
4. Renewal of restaurant liquor license for Taco Del Gnar.
5. Renewal of restaurant liquor license for Four Corners Restaurant.

ACTION:

It was moved by Councilor Austin and seconded by Mayor Pro Tem Johnson to approve the consent agenda. The motion carried unanimously.

PUBLIC REQUESTS AND PRESENTATIONS

6. Request for support to apply for grant funds from Colorado Tourism Office for a plan to develop Heritage Park

Ridgway Area Chamber of Commerce Board President Colin Lacy addressed the Council along with Chamber Marketing Director Hilary Lewkowitz, and reported on a meeting with

Town staff to discuss a grant opportunity from the Colorado Tourism Office. The Chamber desires to pursue the grant funds to use for planning either a remodel or new construction of the existing building the Chamber leases from the Town, and upgrades to the grounds and Heritage Park, also owned by the Town. An application will be made for \$15,000 in grant funds, with a 25% match to be paid by the Chamber. The planning process will be conducted by "outside consultants" with "community input for the visioning process". Mr. Lacy noted planning will be for changes and upgrades to Town property, of which the Chamber will have no financial interest.

The Council agreed with apply for the planning grant.

## PUBLIC HEARINGS

### 7. Adoption of an Ordinance Prohibiting the Use of Certain Plastic Bags and Encouraging Citizens to Curtail Their Use of Single Use Plastics

Memo dated 12-6-18 from Town Attorney Nerlin recommending language in Section 12-3-1 (B) of the proposed ordinance remain as presented at the previous meeting, and pursue in the future any additional changes to the regulations.

The Town Attorney presented an ordinance which places a ban on the use of plastic bags by all retail businesses in Town; defines exemptions; and encourages citizens to curtail the use of single use plastics. He reported at the prior meeting Council asked staff to remove the exclusions from the document. Legal counsel and staff are recommending the ordinance only address the ban on plastic bags and not eliminate the exemptions. This will allow for continued public discussion and involvement by local businesses and retailers, it was noted.

Manager Jen Coates reported regional efforts are underway to prepare regulations pertaining to banning single use plastics, and recommended the Town become involved in these discussions.

There were comments and discussion by the Council regarding implementation of the ban on plastic bags, removing the exemptions from the ordinance, and changing the enactment date to March of 2019 allow for outreach to business owners.

## SPEAKING FROM THE AUDIENCE

Indigo Krois noted it is "the right thing to do for the environment and the community" to ban plastics, and asked the Council to "set an example for other Town's to follow".

Megan Gordon reported "we have talked to businesses" and "Mountain Market is in support" of "banning plastic bags", adding "we have spent a year educating the public".

Stephanie Lauerman and Erica Gordon read a letter from parents and citizens supporting the ban on plastic bags and the proposed ban on single use plastics. They noted "plastic garbage is a regional and global problem" and encouraged the Council to vote for a "plastic free future", stating adoption of the ordinance can bring "real change" and "our town will be a seed of inspiration for the rest of the state".

Robert Warren urged the Council to "pass the ordinance with the exemptions".

Vicki Hawse spoke in support of adoption of the ordinance "with all the exemptions included".

Ulli Sir Jesse spoke in support noting it would "do the right thing" "for the future".

Monkee Hawse noted "Ridgway is setting the path" noting "starting in our community" we can make a "change globally".

Willow Krois suggested "local businesses can join together to order non-plastic" items which may "assist them economically" in changing to new products.

There was discussion by the Council.

ACTION:

Councilor Austin moved to adopt Ordinance 2018-07 with the exclusion of the exemptions listed under 12-3-1 (B) Items 1, 2 and 3 and change the implementation date to March 1st. Councilor N. Hunter seconded. With the motion on the floor there was discussion. After a call for the vote the motion carried with Councilor Malone voting no.

8. Adoption of the 2019 Fiscal Year Budget and setting the Property Tax Levy for 2019

ACTION:

On a motion by Councilor E. Hunter, with a second by Mayor Pro Tem Johnson the motion to approve Resolution No. 18-11 Appropriating Sums of Money to the Various Funds in the Amount and for the Purpose as Set Forth Below for the 2019 Budget Year, carried unanimously.

ACTION:

Moved by Councilor E. Hunter to approve Resolution No. 18-12 Adopting a Budget for the Calendar Year Beginning on the First Day of January 2019 and Ending on the Last Day of December, 2019 the motion was seconded by Mayor Pro Tem Johnson and carried unanimously.

ACTION:

Mayor Pro Tem Johnson moved to approve Resolution No. 18-13 Adopting the Property Tax Levy for the Year 2019 for Certification to the Ouray County Commissioners. Councilmember Austin seconded the motion, which carried unanimously.

POLICY MATTERS

9. Adoption of the Five and Ten Year Capital Improvement Plans

ACTION:

Mayor Pro Tem Johnson moved, with Councilor E. Hunter seconding to adopt Resolution 18-14 Adopting the 2019 Capital Improvement Plans. The motion carried unanimously.

10. Adoption of the 2019 Strategic Plan

Manager Coates noted the strategic plan contains the Town's vision and mission, with goals specific to action items in 2019.

ACTION:

It was moved by Councilor E. Hunter, seconded by Councilmember N. Hunter and unanimously carried to adopt the 2019 Strategic Plan.

11. Shared Agency License Agreement with Spillman Technologies, Inc and host agency Montrose Police Department for purchased products and services

The Town Manager reported use of the Spillman Technologies software by the Marshal's Department is contained in the 2019 budget and requires entering into two agreements. The first agreement is a shared agency license, as the three law enforcement agencies in Ouray County will be listed under the Montrose Police Department as the host agency. The second will be also shared by the three agencies for products and services from Spillman, the cost of which she noted, will be amortized over three years.

ACTION:

Councilmember Heffernan moved to enter into an shared license agreement with Spillman Technologies Inc and the Montrose Police Department. Councilor E. Hunter seconded, and the motion carried unanimously.

ACTION:

Moved by Councilor Heffernan to enter into a purchased products and services agreement with the City of Ouray, County of Ouray and Spillman Technologies. The motion was seconded by Mayor Pro Tem Johnson and carried unanimously.

12. Amendment to Fiber Optic Indefeasible Right of Use Agreement with Clearnetworkx, LLC

Manager Coates reported last year the Town entered into an agreement with Clearnetworkx for installation of fiber optics. The proposed amendment to the agreement will extend time frames and expand the service area. On a question from the Council she explained the conduit system comprised of buried service lines, is owned by Clearnetworkx under a 99 year lease with the Town for 50% of the conduit space.

ACTION:

It was moved by Councilor N. Hunter, seconded by Councilmember E. Hunter and unanimously carried to approve an amendment to the Fiber Optic Indefeasible Right of Use Agreement with Clearnetworkx, LLC.

13. Thirty day extension for access to Railroad Street from Lot A, Park Subdivision

The Town Attorney recommended adoption of a thirty day extension for access to Railroad Street from Lot A of Park Subdivision to allow for time to prepare an agreement. He reported staff is still in discussions with the land owner regarding granting public access for the river way trail system.

ACTION:

Councilor Heffernan moved, with Councilor N. Hunter seconding to approve a thirty day extension for a reciprocal license agreement for access to Railroad Street from Lot A, Park Subdivision. The motion carried unanimously.

14. Discussion regarding updated fee schedules

The Town Manager presented a draft Summary Table of Fees dated 12-5-18 and reviewed the document with the Council. She explained proposed increases are based on recuperating



some of the costs incurred to provide services. The document will consolidate all fees into one format, and eliminate them from specific sections of the Municipal Code.

There was discussion by the Council. Staff was directed to include language to allow reduction or deferment of fees for affordable housing components to development. Manager Coates explained the document will be presented to the Council within the next two months.

15. Appointment to San Miguel and Ouray County Juvenile Services Board

Manager Coates reported the Intergovernmental Agreement for Juvenile Services requires appointment of a representative to the board, and noted the Marshal is interested in serving.

ACTION:

Councilor E. Hunter moved, with a second by Councilmember Austin to appoint the Town Marshal as the representative to the Juvenile Services Board, with Councilor Austin serving as the alternate. On a call for the vote the motion carried unanimously.

16. Recommendation of change to full time permanent employment status for Chase Jones

The Town Manager recommended effective January 1, 2019 to remove Chase Jones from probationary status and designate as permanent full time employment status.

ACTION:

Moved by Councilor Heffernan, seconded by Mayor Pro Tem Johnson and unanimously carried to change employment status for Chase Jones as a full time, non-probationary employee.

17. Request to pursue implementation of grease trap regulations

Manager Coates explained staff is recommending development of regulations pertaining to installation of grease traps in new and existing structures. She reported the recommendation is based on problems in the wastewater collection system lines which have been identified as grease clogs at saddles and connections. The Town has the authority to regulate disallowing discharge of liquids into the collection or lagoon system she noted. Staff will begin a targeted outreach to affected businesses regarding adverse impacts to the Town system due to improper traps, and will begin preparing regulations that will be presented to the Council in the next few months. The Council agreed.

TOWN MANAGERS REPORT

Manager Coates reported on installation and completion of the Beaver Creek Diversion; and an update on the Space to Create project.

COUNCIL COMMITTEE REPORTS

Councilor N. Hunter reported on the recent retreat of the Creative District Creative Advocacy Team; and Mayor Clark on the Communities that Care meeting.

ADJOURNMENT

The meeting adjourned at 8:00 p.m.

Respectfully Submitted,

Pam Kraft, MMC  
Town Clerk

**Town of Ridgway**  
**Register of Demands**  
January 2019

Name	Memo	Account	Paid Amount
<b>True Value</b>		<b>Alpine-Operating Account</b>	
		632GO2 · Supplies & Materials	-28.08
		661GO2 · Vehicle & Equip Maint & Repair	-5.17
		732POO · Supplies & Materials	-34.41
		932SOO · Supplies & Materials	-76.06
		932WOO · Supplies & Materials	-187.47
	2nd Chance line break	931WOO · Maintenance & Repairs	-30.84
	Beaver Creek headgate	931WOO · Maintenance & Repairs	-82.15
	water leak - residential	931WOO · Maintenance & Repairs	-46.47
TOTAL			-490.65
<b>SGS Accutest Inc</b>		<b>Alpine-Operating Account</b>	
		990WOO · Testing - water	-27.80
TOTAL			-27.80
<b>Federal Express</b>		<b>Alpine-Operating Account</b>	
		990WOO · Testing - water	-78.34
	CIRSA	551GOO · Postage - general	-20.92
TOTAL			-99.26
<b>Delta Rigging &amp; Tools</b>		<b>Alpine-Operating Account</b>	
	tire chains - snowplow	661GO2 · Vehicle & Equip Maint & Repair	-262.92
TOTAL			-262.92
<b>Valvoline Instant Oil Change</b>		<b>Alpine-Operating Account</b>	
	oil - 2017 Explorer	860GO3 · Gas & Oil	-56.93
TOTAL			-56.93
<b>UNCC</b>		<b>Alpine-Operating Account</b>	
		915WOO · Dues & memberships	-7.25
		915SOO · Dues & Memberships	-7.25
TOTAL			-14.50
<b>Eurofins Eaton Analytical Inc.</b>		<b>Alpine-Operating Account</b>	
		990WOO · Testing - water	-150.00
TOTAL			-150.00
<b>Quill.com</b>		<b>Alpine-Operating Account</b>	
		541GOO · Office Supplies	-28.58
		550GOO · Filing Fees/Recording Costs	-4.79
TOTAL			-33.37

**Town of Ridgway**  
**Register of Demands**  
January 2019

Name	Memo	Account	Paid Amount
<b>Air Compressor Service</b>		<b>Alpine-Operating Account</b>	
	air compressor install - wtr plant	931WOO · Maintenance & Repairs	-958.00
	air compressor parts - wtr plant	931WOO · Maintenance & Repairs	-1,950.43
TOTAL			-2,908.43
<b>Ridgway Old West Fest</b>		<b>Alpine-Operating Account</b>	
	Ridgway Old West Fest	5040GO1 · Other Contributions	-500.00
TOTAL			-500.00
<b>SESAC</b>		<b>Alpine-Operating Account</b>	
	use of music @ public events	533GOO · Economic Development	-438.00
TOTAL			-438.00
<b>Deeply Digital LLC</b>		<b>Alpine-Operating Account</b>	
	Jan 2019 maintenance	530GOO · Computer	-210.65
	Jan 2019 maintenance	630GO2 · Computer	-19.15
	Jan 2019 maintenance	730POO · Computer	-19.15
	Jan 2019 maintenance	830GO3 · Computer	-95.75
	Jan 2019 maintenance	930WOO · Computer	-19.15
	Jan 2019 maintenance	930SOO · Computer	-19.15
TOTAL			-383.00
<b>CML</b>		<b>Alpine-Operating Account</b>	
		522GOO · Dues & Memberships	-1,244.00
TOTAL			-1,244.00
<b>Verizon Wireless</b>		<b>Alpine-Operating Account</b>	
		943SOO · Telephone	-73.97
		943WOO · Telephone	-122.86
		843GO3 · Telephone	-210.56
		543GOO · Telephone	-115.32
		643GO2 · Telephone	-52.66
		552GOO · GIS Mapping - admin	-10.00
		952SOO · GIS Mapping - sewer	-10.00
		952WOO · GIS Mapping - water	-10.01
TOTAL			-605.38
<b>The Paper Clip LLC</b>		<b>Alpine-Operating Account</b>	
		541GOO · Office Supplies	-10.91
		941WOO · Office Supplies	-8.24
		941SOO · Office Supplies	-8.23
TOTAL			-27.38

**Town of Ridgway**  
**Register of Demands**  
January 2019

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Name	Memo	Account	Paid Amount
Caselle Inc		Alpine-Operating Account	
	Feb 2019	914SOO · Consulting & Engineering Servs	-159.50
	Feb 2019	914WOO · Consulting & Engineering Ser...	-159.50
TOTAL			-319.00

## AGENDA ITEM #5

# ANNUAL REPORT

# 2018



Image: Lisa Kral

## RIDGWAY, COLORADO

The Ridgway Area Chamber of Commerce is organized to achieve the objectives of promoting business and community growth and development in the Town of Ridgway and the surrounding area.



This photo won the Chamber's "Think Outside - Welcome to Ridgway" Contest.



The Chamber helps organize member grand openings.



Youth are invited to participate in many Chamber activities.





Image: Jack Brauer

## FROM THE BOARD PRESIDENT

### RIDGWAY AREA CHAMBER OF COMMERCE

The Ridgway Chamber Board of Directors is pleased to share this 2018 annual report. We are proud of the progress that continues to be made in support of our local business community.

We have continued the investments that we began in 2017 into RidgwayColorado.com. The site is now the #1 Google search result for “Ridgway, Colorado” and the #1 resource for travel and business information for the Ridgway area. We continue to invest in dynamic and up-to-date content, including visitor itineraries and social media integration.

For the first time, the Chamber was the lead applicant on a successful grant application to the Colorado Tourism Office (CTO). We applied in partnership with the Ouray Tourism Office and secured a \$10,000 grant to support a new, off-season marketing strategy. We see this as just the beginning of a wider marketing strategy that will focus our limited resources on off-season promotion – the time in which our local businesses struggle the most.

In 2018, the Chamber invested \$5,000 for Ridgway to become one of the featured communities of the new Colorado Creative Corridor. In 2019, we will be partnering with the Town of Ridgway and jointly investing into the continuation of the initiative. This state-sponsored tourism route is providing unique visibility to Ridgway through state-promoted itineraries, featured articles on Colorado.com and inclusion on marketing materials distributed across the state. We are not only promoting the creative side of Ridgway’s economy, but all five of our recently established marketing themes: Outdoor Adventure, History & Heritage, Health & Wellness, Culinary Experiences, and Arts & Entertainment.

We began a process to support the Town of Ridgway on the reimagining of the Ridgway Visitor Center and surrounding “gateway” area at the intersection of Highways 550 and 62. We are applying for a CTO grant that would support the redesign process, which will include business and resident input.

We are taking another step forward with the Visitor’s Guide. Starting with the 2017 guide, we partnered with Ouray on the publication of a joint, “flip-book” guide. This dramatically expanded our reach from 15,000 copies of the Ridgway guide in 2016, to more than 100,000 copies distributed in 2017 and 2018. In 2019, we are taking the additional step of creating a combined Ridgway/Ouray narrative. This will significantly improve the presentation to readers and boost visibility for our businesses.

The Chamber is now staffed by an exceptional group of local professionals and leaders. Meanwhile, all financial operations and reporting are managed locally by Middleton Accounting and our financial reporting is aligned to the town-approved lodging tax budget.

Outside of our lodging tax-funded projects, we have launched new initiatives designed to better connect our youth community with our business community, including our Youth Ambassador program and Youth Apprenticeship initiative. We recognize that local business success is predicated on local talent, and our first priority talent pipeline should be our local students.

We look forward to continued progress and partnership in 2019, all in an effort to support our local businesses and the community as a whole.

*Colin Lucy*



## BOARD OF DIRECTORS



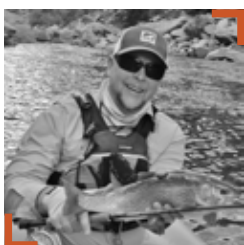
### COLIN LACY, PRESIDENT

Colin is the managing director of US2020, a national leader in addressing the education opportunity gap. Colin oversees a network of regional coalitions and Fortune 500 companies that serves over 100,000 underrepresented youth with STEM (Science, Technology, Engineering and Math) mentoring experiences. Colin has a master's in Public Policy from Harvard's Kennedy School of Government, and has called Ridgway "home" since the age of 10. He has served in the Chamber's board leadership role for the past two years.



### JASON BOJAR, VICE PRESIDENT

Dr. Jason Bojar has been a resident and business owner in Ridgway for the last 11 years. He and his wife, Dr. Jessica Balbo, own and operate Balance Natural Medicine, an integrative medical clinic with offices in both Ridgway and Telluride. Jason appreciates the opportunity to serve as the Vice President on the Ridgway Area Chamber of Commerce board and his role in supporting local business vitality.



### TIM PATTERSON, SECRETARY

Tim Patterson has made Ridgway home since 1998. Owner and founder of RIGS Fly Shop & Guide Service, a Ridgway-based business since 2001, Tim has a firsthand perspective on the town's evolving business community. He holds a degree in recreation management from Prescott College, and previously served on Ridgway Town Council and Planning & Zoning Committee, as well as prior tenures with the Ridgway Chamber.



### BARB LATHAM, TREASURER

Barb Latham, loan officer and Ridgway branch manager for Citizens State Bank, has been with the bank for five and a half years, and served as the Chamber's Treasurer since January 2017. Citizens State Bank is a hometown community bank in the valley for over 105 years. Barb, who graduated from Southwestern Graduate School of Banking at Southern Methodist University in June 2018, enjoys having a chance to help local businesses and consumers achieve their financial goals.



### ERIN STADELMAN, AT-LARGE MEMBER

Erin Stadelman is a rancher's wife and devoted caretaker of children, grandchildren, horses, goats, cats, dogs and chickens. She is employed as the director of the Ouray County Fairgrounds and Event Center. She and her husband own Cowgirl Creations Flowers & Gift Shop (formerly known as Willowcreek). Erin loves living in Ouray County and is fully enjoying the new adventure of being a member of this wonderful small business community.



### DANIEL RICHARDS, AT-LARGE MEMBER

Daniel Richards is the owner of Colorado Boy Pub & Brewery and has lived in Ridgway for four years with his wife, Tracey, and kids, Tyler and Ashleigh. A graduate of the University of Colorado, Daniel's initial career was with IBM running the company's perimeter IT infrastructure. In 2012, he started Echo Brewing Company in Frederick, Colo. with his twin brother, Dennis, and continues to run that company along with the Colorado Boy.



### AMANDA SWAIN, AT-LARGE MEMBER

Amanda F. Swain is co-owner of Ridgway Adventure Sports (RAS). Before opening RAS, Amanda lived in San Francisco where she started and managed a real estate brokerage and development company. She loves to combine her passion for the outdoors with her sales and business management experience. When not at RAS, Amanda is with her fiancée, Andy, and dog, Oliver, hiking, biking, skiing and traveling.



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## TEAMWORK MAKES THE DREAM WORK

Over the past two years, the Chamber has developed an exceptional team of staff and contract partners. This group of Ridgway-based professionals are now leading the Chamber's program implementation.

Image: Jeremy Riehle

### STAFF & CONSULTANT TEAM



#### PAMELA CANNALTE, PROGRAM COORDINATOR

Pamela Cannalte is focused on the operational/program management of Chamber activities. She provides management support to the Visitor Center, membership relations, and implements select special projects, including the golf tournament and Visitor's Guide. Pamela's career has included work both in the technical and creative aspects of the corporate world. She is an assistant coordinator for the local Ridgway RiverFest, an author of four children's books, and a substitute teacher in the Ouray and Ridgway School Districts. She is a Public Relations Society of America member.



#### HILARY LEWKOWITZ, MARKETING DIRECTOR

Hilary Lewkowitz brings nearly two decades of work in conservation and sustainable tourism development throughout Colorado, the western U.S. and around the world. She is the owner of Mountain Roots Consulting, which focuses on supporting sustainable communities through development strategy, marketing and program management. Hilary now leads the implementation of the Chamber's marketing strategy and activities, which includes new grant initiatives to boost economic activity in the off-peak tourism season.



#### TANYA ISHIKAWA, CONTENT & STORYTELLING CONSULTANT

Tanya Ishikawa has spent her career writing and editing through various platforms, starting as a public relations professional in Tokyo, Japan. For the past four years, she has been living and working in Ouray County, where she is enjoying a wide range of freelance assignments for magazines, specialty publications, books, websites, videos and other media based in the area and across Colorado. Her Chamber projects include editorial projects such as the Annual Report, Visitor's Guide, website content, and news releases.



#### JOSH GOWANS, WEBSITE & TECHNOLOGY PARTNER

Josh Gowans is founder of Peak Media Company, a marketing and technology consultancy based in Ridgway specializing in open source applications, website design, management and optimization, and CRM solutions. Josh manages all aspects of the Ridgway Area Chamber of Commerce's website, from design to system administration and CRM development. He's particularly focused on optimizing the site's content and deploying a CRM for membership, event and contribution management.



## NICOLE GREENE, MEDIA & DESIGN PARTNER

Nicole Greene is a graphic and web designer who loves to work with clients in a collective and creative process to help them to grow and thrive. Her boutique design firm is Sprout Design Studio, founded in 2006 and working with entities in the San Juan Mountains, throughout the United States, as well as internationally. Sprout grows ideas into successful brand identities with brilliant strategies and stunning results by giving businesses an integrated look and feel as well as building platforms that connect brands to their target audiences.



## ASHLEY KING-GRAMBLEY, COMMUNICATIONS CONSULTANT

Ashley King-Grambley has worked in the nonprofit field for over 20 years, specializing in arts nonprofit management. She has been the executive director of Weehawken Creative Arts since 2008, and the executive director of the Ridgway Chautauqua Society/Sherbino Theater since 2014. She leads the Alpenglow Arts Alliance, a group of nine regional arts organizations with the aim of collaborative arts promotion and planning, and volunteered on the Ridgway Creative District Committee and Space to Create Ridgway Advisory Board. In her Chamber role, she manages the Facebook page and publishes the weekly e-blasts.



## JANE PULLIAM, ACCOUNTING

Jane Pulliam has worked for Middleton Accounting for 13 years as a client accountant for a variety of businesses in the Ridgway/Montrose area. She has been working for the Ridgway Area Chamber of Commerce for the last two years, helping provide financial statements and daily book-keeping. Jane has lived in Ridgway for 20 years and owned Drakes Restaurant with her husband, Drake, for 13 years, which helps her understand the workings of a business and taking care of the



## JEANNE ROBERTSON, VISITOR CENTER COORDINATOR

Jeanne Robertson and her husband lived in Boulder in the '70s and '80s, when they would come to the San Juans to camp and hike. They fell in love with the area and decided someday they would live here. In 2001, they bought land on Log Hill Mesa, and in 2005, built their house. Before agreeing to become coordinator this fall, she worked at the Ridgway Visitor Center for three seasons, and just loves talking to guests and turning them on to our beautiful paradise.



## JUDY KING, RETIRED VISITOR CENTER COORDINATOR

Judy King held the position for 11 and a half years! Her many seasons of hard work and dedication to the Ridgway community are deeply appreciated by the Visitor Center volunteers and Chamber board and staff. **Thank you, Judy!**

## 2018 RACC VOLUNTEERS

Eve Becker-Doyle  
Annabel Clarke  
Rick Gregory  
Diane Hooper  
Ninah Hunter  
Tanya Ishikawa  
Judy King  
Sally Kornberg  
Vonnie Kuijvenhoven  
Lois Love

Mary Peck  
Jim Pettingill  
Jeanne Robertson  
Karl Schaeffer  
Irene Stith  
Bonnie Tasch  
Carole Turner  
Jim Waltz  
Karla Waltz  
Christine Wilson-McGrady



2018 Ridgway Chamber  
Youth Ambassador

**ELIZABETH MUELLER**



2019 Ridgway Chamber  
Youth Ambassador

**EMMA WALLIN**

See page 15 for profiles of our ambassadors.





## FIVE MARKETING THEMES

Arts & Entertainment  
Culinary Experiences  
Health & Wellness

History & Heritage  
Outdoor Adventure



With the redesigned website and Visitor's Guide in 2017, the Chamber launched five activity themes to better communicate and market our area's assets to visitors. The organization of our promotional and informational content by these themes simplifies finding businesses, amenities and activities. These themes are in line with marketing best practices, and used consistently across our media, including print ads, social media and Visitor Center materials.

In 2018, Nicole Greene of Sprout Design Studio collaborated on the development of visual representations of the five themes. The result is a set of icons that represent all themes and provide quick visual cues identifying content as related to the corresponding activity, such as the mic stand and curtains for Arts & Entertainment and a train engine for History & Heritage. These icons are being used across marketing tools, including the Visitor's Guide and itineraries.



*Arts & Entertainment*



*Culinary Experiences*



*Health & Wellness*



*History & Heritage*



*Outdoor Adventure*



Last year the Chamber made significant investments into the RidgwayColorado.com website, and we have continued those investments in 2018.

In partnership with Josh Gowans of Peak Media supported by Online Content Editor Tanya Ishikawa, we have significantly improved the site navigation, search engine optimization, and site content, including social media integration.

#### Features developed in the last 18 months include:

- + Creation of the now very popular "Things To Do" section as well as new online itineraries
- + Cross-referenced business listings on articles, resulting in more exposure for our members
- + More frequent tagging of member businesses and nonprofits in related articles
- + Regardless of membership level, all members have their own unique listing page, allowing for more text, links, image control, and page traffic (including a boost to our members' own website search engine optimization)
- + Membership sign-up and content submission can now be done, securely directly through the website

As a result of these improvements, RidgwayColorado.com is the #1 Google search result for keyword "Ridgway Colorado" as well as other high-value keywords. Site optimization is an ongoing effort; however, we're continuing to invest in additional content and our consultant team continues to monitor the site and keep membership content fresh and up to date.

We have now completed with the development of a CRM (customer relationship management) for the website. With leadership from Peak Media, we will be using CiviCRM technology to better manage Chamber membership and online content. The technology will enable various functionality options, including improved membership content management on the site. One benefit will also be our ability to automate the membership renewal process, which will ultimately save the Chamber significant time on membership drives. Ultimately we believe this will be an important tool for us to leverage in a variety of ways, and allow us to better serve our members and function at a higher level, even with our relatively limited staffing capacity.

We are seeing the direct results of our investments through the site's analytics and visitation reporting. These improvements have significant implications and opportunities for our local business community.

From mid-June 2017 to November 2018, visitors to RidgwayColorado.com increased by 67.49 percent, new visitors increased by 62.95 percent, and sessions (website visits) increased by 60.03 percent.

\* The reporting period begins in mid-June 2017, and goes through the end of November 2018, because tracking began in mid-June and data prior to that is currently unavailable. Also, December 2018 data was not available at the time of this report's creation.

## + AUDIENCE METRICS

The year-over-year\* audience statistics demonstrate significant growth in total number of website visits (sessions) and unique visitors.



Year-over-year comparison of the total number of website visitors

# RIDGWAYCOLORADO.COM

## A CLOSER LOOK AT THE METRICS



We view RidgwayColorado.com as our most powerful asset to support the Ridgway business community and we are excited by the continued progress.



### CHANNELS - WHERE WEBSITE VISITORS COME FROM

We have seen significant growth in website visitors across all channels from 2017 through 2018.

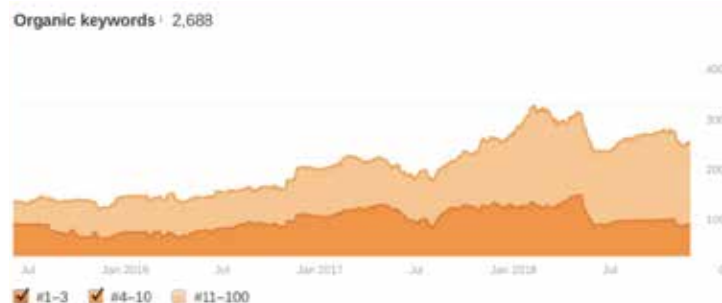
- The strongest growth across channels was from organic searches (i.e. visitors who come to the website through search engines) and direct access (i.e. visitors who arrive by typing RidgwayColorado.com directly in their internet browsers).
- Referral and social traffic, where visitors come to the site from other websites and social media, both showed growth, but represent the least significant channels. It's likely that referral traffic represents an opportunity in that local businesses and Chamber members, as well as regional tourism, are best positioned to backlink to RidgwayColorado.com to drive traffic to it.

The Chamber will continue to share and learn from this data to improve outcomes for our business community. *Note that the Chamber was not tracking site analytics prior to 2017, and so this reporting only looks at these two years.*



### KEYWORD GROWTH

This keyword growth chart highlights the number of keywords for which RidgwayColorado.com ranks, specifically those in the 1 to 3 positions, and 4 to 10 positions on search engine results pages (SERPs). These are generally considered the “front page” of search results. In general, trends are strong and the site is gaining keyword positions on the front page.



# RIDGWAY VISITOR'S GUIDE

## AND COLLABORATION WITH THE OURAY TOURISM OFFICE

The 2019 Visitor's Guide is on its way to the printers. With the editorial leadership of our Content and Storytelling Consultant Tanya Ishikawa, the Ridgway Chamber made additional improvements on the guide content, including the creation of a more countywide narrative on select themes. In 2019, for the first time, the guide contains both Ridgway and Ouray under a single, shared cover, which will significantly improve the user friendliness of the guide. Plus, the combined guide content is another step in the right direction with our Ridgway/Ouray collaboration.

As a result of our growing cooperation with the Ouray Tourism Office, 100,000 copies of the Visitor's Guide were distributed in 2018, and will be again in 2019. The recent content improvements built upon a foundation of updated, reorganized content of the Ridgway guide, made through Chamber investments in 2017. As a result, the overall guide has developed into a cohesive narrative aligned well with the five marketing themes.

## OFF-SEASON PROMOTION & MARKETING STRATEGY

We are very excited to share that the Ridgway Chamber, together with the Ouray Tourism Office, received a Small Marketing Match Grant for \$10,000 from the Colorado Tourism Office (CTO), which is based on a 25 percent match (\$2,500) from our organization. Led by the efforts of Marketing Director Hilary Lewkowitz, the Chamber and OTO are collaborating on the grant in an effort to increase countywide off-peak season visitation and visitor-driven economic opportunities. Both organizations recognize that summer tourism visitation is close to maximum capacity, while businesses struggle to keep a consistent cash flow during the off-peak seasons of October through April. We are creating a series of itineraries and narratives that highlight our local businesses and off-peak season attractions to key target markets. Based on the grant requirements, these 2019 marketing efforts will begin in February and end by October. We see this grant as only the beginning of a new and ongoing strategy to focus marketing efforts specifically on the off-peak season. This is the first successful application to the CTO with the Ridgway Chamber as the lead applicant.



Another positive change to the guide with multiple benefits for the community has been the addition of a welcome message from the Ridgway Chamber Youth Ambassador. Our 2018 Youth Ambassador Elizabeth Mueller introduced last year's guide, and 2019 Youth Ambassador Emma Wallin is featured in the introduction of this year's guide. Their young voices and perspectives provide fresh ideas about the Ridgway community, highlighting how great our area is for young visitors and families. (You can learn more about the ambassador program and both high school students on page 15 of this report.)



# COLORADO CREATIVE CORRIDOR

## ITINERARY DEVELOPMENT & STATEWIDE PROMOTION



The Ridgway Chamber has teamed up with the Ridgway Creative District in gathering and presenting marketing content and local itineraries to the Colorado Tourism Office (CTO) for the Colorado Creative Corridor project, which was kicked off at the Creative Industries Summit in Greeley in May 2018. The Chamber provided \$5,000 in matching funds in order for Ridgway to be included in this important project, which will bring additional visitors to the area during all times of the year. Not only will they come to the area but with the help of the itineraries, they will visit a variety of businesses and “creatives” in the area, bringing income during months that have historically been slower economically. We are excited for this project to continue to bring value to the business and creative economy for years to come, and look forward to this continuing to be an important example of the positive impact of Chamber/Town collaboration.

### Itinerary Development and Statewide Promotion

Itinerary development is a project that we continue to work on and the itineraries are now included on RidgwayColorado.com as well as Colorado.com in the CTO's Field Guide/Creative Corridor web pages. Marketing Director Hilary Lewkowitz and Storytelling Consultant Tanya Ishikawa have been collaborating on creation of these itineraries, which are important assets for the Visitor Center as well.

Itinerary development is an important way to collaborate with local partners and create strong, action-oriented content for both visitors and locals, which ultimately leads to more customers for local businesses and nonprofits. The Chamber is committed to giving exposure to all five categories of businesses, and ultimately develop itineraries to include a wide range of activities, themes and times of the year, especially during the off-season months.

## CTO GRANT

We are very excited to confirm the award of a \$25,000 CTO grant to support the Corridor initiative again in 2019. This year, the \$5,000 community match requirement will be reached by splitting the expense with the Town of Ridgway. We believe it is important for this to continue to be a joint effort between the Chamber and the Town's Creative District, and that its benefits have not been truly achieved yet. You can find more information at: [colorado.com/fieldguide/colorado-creative-corridor](http://colorado.com/fieldguide/colorado-creative-corridor)



Through both the Creative Corridor project and increased engagement with the CTO staff, Ridgway has been taking advantage of additional online promotion opportunities. Web ads that were placed on Colorado.com this year targeted travelers with specific interests and highlighted how Ridgway delivers on those interests. Taglines for the ads include: “Arts & Entertainment – Ridgway Style”, “A Haven for Foodies”, and “Beyond Adventure: Hot Springs, Saunas, Yoga, Massage, & More”. As other promotional collaborations come up, Chamber consultants will be evaluating them and submitting when the return on investment is considered high.



# ONLINE + PRINT ADVERTISING

## PROMOTION THROUGH WEB AND MEDIA



Getting our  
message out  
to the world.

The Chamber coordinated co-op ads with local businesses in the 2018 San Juan Skyways publication as well as in three quarterly editions of the Colorado Life magazine. Ridgway and its five activity themes have been part of three Colorado Life publications this year, offering a major distribution channel not previously accessed by the Chamber.

We continue to receive weekly leads from Go-Colorado.com, and Visitor's Guide requests are up 20 percent from 2017 to 2018. We process these leads by sending each one a digital copy of the guide and adding them to our weekly "Specials & Events" e-blast, which now goes out to more than 2,000 targeted recipients.

The Chamber is continuing to develop its online presence on Facebook as well as Instagram and Twitter. We post local business specials and events on Facebook, and are starting to develop content for our Instagram and Twitter pages. We will continue to grow a strong online presence, promoting local businesses and Ridgway as a whole.

As a way of increasing our photo inventory for use in online and print advertising and promotions, Content Consultant Tanya Ishikawa organized the "Welcome to Ridgway – Think Outside Photo Contest" in April. The contest was timed to gather photos to submit to a Colorado Tourism Office promotion during an international travel professional event in Denver, plus many of the photos have now been used for social media posts and the Visitor's Guide.

## ADVERTISING CHANNELS

- + **SAN JUAN SKYWAYS**
- + **COLORADO LIFE**
- + **GO-COLORADO.COM**
- + **CHAMBER E-BLAST**
- + **SOCIAL MEDIA**  
Facebook, Instagram & Twitter
- + **TRAVEL ARTICLES**  
Mentions in various local, state and national magazines and newspapers

# VISITOR CENTER

## AND TOWN GATEWAY RE-DESIGN PROJECT



Retired Visitor Center and Volunteer Coordinator Judy King was recognized, together with all of the Chamber volunteers at a volunteer appreciation dinner in September.

Approximately 6,000 visitors come into the Ridgway Visitor Center every year. The center and its' volunteer staff remain a very high priority for 2019. We are deeply grateful to the wonderful volunteers who staff the center and make its operations possible. An information kiosk that sits on the Visitor Center grounds was donated to us in late 2018, and we intend to make it operational in 2019. Through many center upgrades, we are highlighting the diverse activities, history and assets of the community, and directing visitors to our member businesses.



The Chamber has recently initiated a conversation with the Town of Ridgway about redesigning the Visitor Center building and surrounding land. The relocation of the outdoor displays of the Railroad Museum to Railroad Street helped remind us of the important need to assess the long-term future and design of the Visitor Center building and lot. Visitor Center numbers are down since the Railroad Museum started its transition, and the exterior of the center is not attracting new visitors due to a desperate need of improvement and repair that do not reflect well on the community. This critical asset for the entire community is one that will ultimately require much more significant investment than the Chamber itself is capable of making to realize its potential.

As a first step, the Chamber is applying for a Colorado Tourism Office grant to create a strategic plan to redesign and reimagine the Visitor Center and surrounding land. The Town of Ridgway (the owner of the Visitor Center building and surrounding land) has endorsed this redesign project, and we are excited to partner with the Town as we think through, as a community, how best to welcome visitors to Ridgway. In particular, we would like to explore ways to better direct visitors to our local businesses and design new information tools, including ones that leverage modern technology, to ensure visitors can receive information at any time in the year (the Visitor Center is currently only open May-October).

If we successfully receive CTO funding, the process of creating a strategic plan will take place during the spring of 2019. Part of the strategic planning process will involve input from all stakeholders, which includes local businesses and community members at large. We look forward to partnering with the Town and others to make the necessary improvements, not only in support of visitors and the Visitor Center, but for Ridgway's overall image and the satisfaction of residents as well.





## MEMBERSHIP

### SERVICES & BENEFITS

The Chamber Board and staff are excited to serve the business and nonprofit members of the Ridgway Area Chamber of Commerce.



Image: Gary Ratcliff

### Chamber Membership Services

Over the last two years the Chamber has focused on laying the foundation for a service organization that can bring bottom-line value to the local business community by investing in core assets like the RidgwayColorado.com website, Visitor Center, Visitor's Guide, and advertising.

For 2019, we will continue to invest in paid advertisements, both in print and online, to better market Ridgway and direct more visitors to our member businesses and our website, RidgwayColorado.com, which is now the #1 Google search result for "Ridgway Colorado." We look forward to leveraging this to the benefit of our membership by being the #1 resource for travel and business information for the Ridgway area.

We strive to bring additional visibility and credibility to our community's businesses. We believe that being a Chamber member increases positive perceptions about the business among consumers and other business owners. We also assist in boosting our members' visibility in the community, increasing their networking opportunities, acquiring more potential customer referrals, having a voice in local government, and providing a way to advertise their promotions and events through our website and e-blasts.


### Weekly E-Blast Redesign and Email Marketing Updates

The Ridgway Chamber's weekly "Specials & Events" e-blast now goes out to more than 2,000 targeted recipients. The newsletter format was redesigned in 2018, to better highlight businesses, nonprofits and the happenings in our community. Chamber board and staff frequently receive feedback about the significance of this marketing tool to both advertisers and readers.

We plan to distribute our first-ever quarterly email newsletter to visitors in 2019, to further support our efforts of boosting tourism economic opportunities in the off season. In partnership with Go-Colorado.com, the Chamber has been building email leads since 2017. Additionally, we will be gaining leads through implementation of the CTO Small Marketing Match grant. With a good base of email addresses, we are now in a good position to launch this information source for visitors. The newsletter will mostly focus on off-peak season events, activities and other opportunities based on the five marketing themes.

## MEMBERSHIP BENEFITS

Over the last two years, the Chamber has focused on laying the foundation for a service organization that can bring bottom-line value to the local business community by investing in valuable benefits like the RidgwayColorado.com website, Visitor Center, Visitor's Guide, and advertising. For 2019, we will continue to invest in additional member benefits including paid advertisements, both in print and online, to better market Ridgway and direct more visitors to our member businesses. We look forward to leveraging these investments for our membership and serving as the #1 resource for travel and business information for the Ridgway area.



# Membership Benefits

	BRONZE	SILVER	GOLD
<b>ANNUAL MEMBERSHIP INVESTMENT*</b>	<b>\$125</b>	<b>\$195</b>	<b>\$250</b>
<b>WEBSITE</b>			
Unique business listing page with custom images, unlimited hyperlinks, including to website, Facebook, as well as unlimited text and tagging to site content related to your business.	✓	✓	✓
Priority order appearance in website articles in which your business is tagged. (Businesses are highlighted in articles under the section entitled "You may also be interested in...") May be listed in up to two business categories on website, when applicable.		✓	✓
Featured business (large primary image) in your business category (Ex. Accommodations or Dining). Restaurants also featured on the homepage of the website within the "A Foodie Town" display. May be listed in up to three business categories on website, when applicable.			✓
<b>VISITOR'S GUIDE</b>			
Optional grid listing within the annual Ridgway/Ouray Visitors Guide, with 100,000+ distribution (\$75 value)†	✓	✓	✓
Ability to list your business or organization in up to three categories in business grid, when applicable			✓
Discounted pricing on ads within the annual Ridgway/Ouray Visitors Guide, a value of between \$185-\$1,200 depending on ad purchase		✓	✓
<b>VISITOR'S CENTER</b>			
Brochure rack space for business materials	✓	✓	✓
Logo or image display during large screen TV video loop		✓	✓
Video content displayed during large screen TV video loop			✓
<b>E-BLASTS</b>			
Receive both "Events & Specials" and Members-Only "Business News editions" 2000+ local and visitor subscribers and growing	✓	✓	✓
Two weekly newsletter ads per year	✓		
Unlimited newsletter ads per year		✓	✓
<b>FACEBOOK</b>			
Two ad requests per year on RACC and One Ridgway pages with 1,400+ followers (non-boosted)	✓	✓	✓
One boosted ad request per year on RACC and One Ridgway pages with 1,400+ followers (\$10 Value)		✓	
Two boosted ad requests per year on RACC and One Ridgway pages with 1,400+ followers (\$20 Value)			✓
<b>MARKETING</b>			
Special event marketing including ribbon-cutting ceremonies		✓	✓
Discounted co-op advertising opportunities in publications such as Colorado Life, San Juan Skyways, The Montrose Press (as available)	✓	✓	✓

**FRIENDS OF THE CHAMBER MEMBERSHIP - \$75:** A membership for our individual, non-business RACC backers. All funds from this level of membership go to projects such as beautification and gardening at the Ridgway Visitors Center and the Ridgway Youth Apprenticeship program.

**NOTES:**

- \* A Bronze level 501(c)(3) nonprofit receives Silver level benefits and Silver level nonprofits receive Gold level benefits.
- † Grid listings are an optional benefit that requires the member contact the publisher during the ad recruitment phase. RACC covers the expense for member listings, so long as the member is active by Nov 31st before the publishing year.

*Thank you for your support!*

150 RACECOURSE ROAD / PO BOX 544 RIDGWAY, CO 81432 • 970-626-5181 • RIDGWAYCOLORADO.COM

We are excited to provide these benefits and encourage our members to share feedback and ideas on how the Chamber can bring more value to their businesses. Please reach out to Program Coordinator Pamela Cannalte at [pamela@ridgwaycolorado.com](mailto:pamela@ridgwaycolorado.com). We are proud to partner and work in service of our business community.



# RIDGWAY CHAMBER OPEN

A BENEFIT FOR THE YOUTH APPRENTICESHIP PROGRAM



## GOLF OPEN

The Ridgway Chamber Golf Open was reinvigorated in 2018, with a new purpose: to raise funds for the new Ridgway Youth Apprenticeship Program.



**2018 Winning Teams  
Best Score and Best Net Score**

The tournament on Sept. 15 at the Divide Ranch & Club raised more than \$3,500 in net proceeds, which will provide scholarships for at least three Ridgway students to participate in multi-week apprenticeships at local businesses in 2019.

The program grew out of the chamber's philosophy that local business success is predicated on local talent, and that the town's first priority talent pool should be its existing residents and youth. The apprenticeships will include ongoing training and professional development above and beyond a traditional summer job, providing extra staffing capacity to local businesses at no cost during the busy summer months.

In other youth outreach, the Chamber actively sought the participation of middle and high school students at this year's Golf Open. Two student teams competed and the NuVista Credit Union Youth Team earned the Best Net Score, securing them a name plate on the Billings Artworks Trophies displayed at the Divide Ranch & Club and the Ridgway Visitor Center. Two adult teams tied for the Best Gross Score, Ridgway Lodge & Suites and J Bar M Ranch. A coin toss determined that the Lodge & Suites team will get their team member names on the trophies.

We were very proud of the results of this year's golf tournament and impact that success can have on the community in 2019 and beyond. To thrive in a rapidly changing economy, our young people need meaningful, workforce experiences. Similarly, businesses need fresh ideas and perspectives to compete. Apprenticeships can be effective strategies for local businesses to not only advance the future of our youth, but that of their business as well.

Lodging Tax dollars were not allocated to the golf tournament and all apprenticeship funding comes entirely from the profits of the tournament.



## YOUTH AMBASSADOR PROGRAM & YOUTH VOLUNTEER FAIR



Last year, the Chamber launched its Youth Ambassador program to bring a youthful voice to the promotion of Ridgway and provide a local student with professional skills development. The ambassador's duties include writing the welcome message in the annual Visitor's Guide, posting on the RidgwayColorado Instagram account, and providing a link between the Chamber and the youth community.

The 2018 ambassador, Elizabeth Mueller, is active in various arts activities, including piano, trumpet, violin, ballet and pointe, visual art, acting, and singing. She plans to attend a college with a great theater program. Her school activities include Key Club, Student Council and National Honors Society, and she can also be seen volunteering around the area, especially for the Communities that Care Coalition. Elizabeth was recognized for her Chamber work in 2018, with an award of a \$500 college scholarship at the Ridgway Chamber Golf Open's luncheon. (Scholarship funding is derived from membership dues and other income, not Lodging Tax receipts)

In fall 2017, the Chamber sponsored a Youth Volunteer Fair at Ridgway Secondary School to introduce middle and high school students to local opportunities and organizations. A fair was held again in spring 2018, and the plan is to continue the fairs each spring to bring together our nonprofit and youth communities for mutual benefit.



In October 2018, we were excited to welcome Ridgway High School junior Emma Wallin as our 2019 Youth Ambassador, selected by a committee based on an interview and application process. Another extremely active student, Emma is involved in dance (jazz, ballet, hip hop), aerial silks, soccer, teaching, traveling, and organizational leadership through Weehawken Creative Arts, Sources of Strength, Student Council, Knowledge Bowl Team, and club and school soccer teams. She has also worked as a Ouray Hot Springs Pool lifeguard and swimming teacher, Montrose Memorial Hospital volunteer, Fortuna Tierra's Fun Run volunteer, and Pinhead Institute volunteer teacher. Her future plans include earning a bachelor's degree from University of Nebraska Lincoln and a medical degree from a graduate school, becoming a neonatologist, volunteering for Doctors without Borders, and continuing to travel on personal and work trips.

# FINANCIAL MANAGEMENT

## HOW WE MANAGE OUR RESOURCES



We are happy to report an 11 percent increase in Lodging Tax receipts from 2017 to 2018: \$50,119 in 2017 and \$55,837 in 2018. We look forward to continued progress in 2019.

The Chamber managed a 2018 Lodging Tax budget of \$67,000. This Town-approved budget reflected a projection of \$50,000 in 2018 Lodging Tax receipts combined with a surplus fund balance of \$17,000 from 2017. Carrying over a healthy fund balance each calendar year is critical for the Chamber's financial sustainability. The vast majority of Lodging Tax receipts are not received until the latter half of each year and so this funding is necessary to make it through the January-June period. We will be carrying over \$13,523 in surplus funding to 2019, which will be reflected in the 2019 budget request to the Town of Ridgway in February.

Please note that not all of the activities reflected in this annual report are supported by Lodging Tax receipts, including the golf tournament, Youth Ambassador and Apprenticeship programs. Lodging Tax receipts are used exclusively for Ridgway marketing and promotion activities.

In 2017, the Chamber aligned its Quickbooks reporting structures with the Town-approved marketing plan. We also outsourced all of our accounting and financial reporting to Ridgway-based Middleton Accounting. We have received exceptional service from Middleton Accounting, and the partnership has led to dramatic improvements in the organization's financial management and reporting structures.

The accompanying financial report is a direct pull from QuickBooks, and reflects a detailed P&L statement for the Lodging Tax (i.e. marketing) budget for 2018.

2:44 PM  
01/02/19  
Accrual Basis

### Ridgway Area Chamber of Commerce Profit & Loss for Lodging Tax Class January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
Lodging Tax Income	55,836.59
Total Income	55,836.59
Gross Profit	55,836.59
Expense	
Advertising and Promotion	
Collaboration and Networking	95.17
Itineraries	131.25
Online Media and Advertising	8,972.38
Print Media and Advertising	4,325.52
Ridgway Online Presence Prj	168.20
Visitor's Guide Fulfillment, P	3,137.50
Website Upgrades and Operations	5,727.19
Total Advertising and Promotion	22,557.21
Creative District Corridor	5,105.00
Payroll Expenses	
Staff	23,927.60
Total Payroll Expenses	23,927.60
Visitor Center Operations	
Electric	289.68
Natural Gas	322.06
Property & Liability Insurance	1,018.00
Repairs and Maintenance	800.17
Telephone and Internet	1,291.01
Trash	60.36
Volunteer Expense	2,896.02
Water Cooler	43.74
Visitor Center Operations - Other	420.53
Total Visitor Center Operations	7,141.57
Visitor Center Upgrades/Merch	582.50
Total Expense	59,313.88
Net Ordinary Income	-3,477.29
Net Income	-3,477.29





## 2019 AND BEYOND...

In 2019, the priority activities of the Ridgway Area Chamber of Commerce will build upon the successes of the past two years. We will continue investments into [RidgwayColorado.com](http://RidgwayColorado.com) as THE information portal about Ridgway activities and businesses, as well as a convenient way for members to access member benefits.

The Chamber will continue its valuable collaborations with the Ouray Tourism Office, developing a new off-season marketing strategy, ready for implementation by the fall. The Visitor's Guide will be updated at the end of the year, keeping the improved layout, activity themes and countywide focus, while adding new business and event information.

We expect to see more results from leveraging advertising and promotion opportunities through the Colorado Creative Corridor program. We plan to make progress together with the Town of Ridgway on developing a vision for the redesign of the Visitor Center and surrounding land. Plus, we will remain focused on finding more partners for our local business community, from statewide media and tourism contacts to local youth who will become key assets for our future economic success.

We thank all of our members, the Town of Ridgway, our staff, contractors, volunteers, the Ouray Tourism Office, and the local business community at large for your continued support and partnership. We look forward to a fruitful and productive 2019.



Image: Pamela Cannalte



## AGENDA ITEM #6

## **2018 Accomplishments for Ridgway Creative Main Street**

### **(Ridgway Creative District, Main Street, and Space to Create)**



#### **Master Planning** (shared with Planner)

- Collaborated with consultants and local leadership
- Planned June kickoff meetings and focus groups and Sept. community event
- Developed volunteer steering committee
- Coordinated outreach at community events
- Developed Town's Master Planning webpage
- Promoted surveys, including receiving 664 responses to initial survey
- Edited and re-edited documents, including Community Engagement Plan, Community Profile, drafts of Policy Framework and Land Use Map

#### **Housing**

- Coordinated Tri-Agency dinner with speaker on affordable housing options and efforts
- Developed and promoted ADU flyer with Citizens State Bank (and Planner)
- Organized new Space to Create partners and citizens core group for predevelopment
- Continued Space to Create predevelopment work with Artspace, including massing and concept development, architectural renderings, CHFA application materials, and open house held on rendering options
- Provided training to Town Council from DOLA Division of Housing on funding options for affordable housing

#### **Wayfinding** (with some funding from Colorado Main Street mini-grant)

- Planned and installed 7 downtown wayfinding maps with historic photos
- Constructed and installed 1 kiosk in Hartwell Park for community postings
- Installed electricity to illuminate banner poles

#### **Parking**

Completed downtown parking assessment, working with consultants through Colorado Main Street funding

#### **Re-certification**

Applied for and received 5-year recertification as a creative district from Colorado Creative Industries (CCI)

#### **Colorado Creative Corridor** (CTO Marketing Matching Grant for 2018 and 2019)

- Collaborated successfully with 4 other towns' creative districts/Chambers to establish the first Colorado Creative Corridor, including statewide and local marketing (webpage rolled out in June: [www.colorado.com/creative-corridor-channel](http://www.colorado.com/creative-corridor-channel)), local/regional distribution of 1,000 brochures, a business survey, creation of First Fridays, and development of a local business brochure for visitors (soon to be printed)
- *Success of the CO Creative Corridor in its first year (per final report), measured by:*

- ✓ 5,000 print brochures distributed state-wide
- ✓ Colorado.com webpage: 11,051 page views, plus an average of 1,200 article views
- ✓ Colorado.com banner ads leading to webpage: 34,662 impressions, and 1,359 clicks!
- ✓ Love, Colorado Magazine: distribution to 200,000 out-of-state and in-state subscribers
- ✓ Denver Post, The Know Social Media Campaign via Facebook & Instagram: 297,400 impressions; 9,310 clicks; 3.31% click-through rate (above 2% industry average); 139 total shares; **top performing post was Ridgway with 4.05% click-through rate.**
- ✓ Facebook: 285 followers, 283 likes
- ✓ Instagram: 153 followers
- ✓ Google Ad Words: 126 clicks; Salida, Crested Butte, and Carbondale generated 88% of the clicks. Average click-through rate was 3.8%.
- ✓ Public Relations: 268 total mentions, 142.9 million reach, over \$67,900 publicity value

### **Events**

- RCD organized 6 community events:
  - Creatives' Meet and Greet (May)
  - 3 First Fridays (July – Sept.)
  - 2 evenings of the Ridgway Independent Film Fest (Nov.)
- Supported 2018 Noel Night promotions
- Promoted numerous community events through Facebook and e-blasts

**Education and Networking** – Received professional and volunteer development via trainings, webinars, and conferences (2 statewide Creative District Convenings, CCI Summit, Main Street Managers Summit, and National Main Street conference in Kansas City)

### **Volunteer Group Transitions**

- RCD Committee became RCD Creative Advocacy Team (C.A.T.)
- Changes in membership in 2018
  - 5 who resigned (Joanne Taplin, Pam Kraft, John Clark, Rick Bickhart, Ashley King)
  - 5 who joined (Ninah Hunter, Sue Lake, Paula Marlatt, Diane Thompson, Amanda Gabrielson)
- Clarification of Town procedures and roles (social media, expending funds, expectations of team members, use of Treehouse Studio, planning events)
- Orientation for new members completed
- Retreat held in Dec. with external facilitator

### **Collaboration with Ridgway Area Chamber of Commerce**

- Took Chamber director to National Main Street Conference
- Worked with Chamber contractor on Creative Corridor itineraries and content for Corridor webpage
- Oriented 2 new Chamber staff to Town/Chamber collaborations
- Shared 2019 costs with Chamber for CTO Creative Corridor grant match
- Worked with Chamber contractor on wayfinding map design and edits
- Communicated regularly regarding items of interest to businesses, Ridgway promotions requests, and visitor inquiries

## AGENDA ITEM #7

Colorado Creative Corridor Partnership & Program  
2019 Memorandum of Understanding

WHEREAS, the Tourism Council of Carbondale (TCC), Carbondale Creative District, Chaffee County Visitors Bureau, Crested Butte Creative District, Delta County, Gunnison-Crested Butte Tourism Association, North Fork Valley Creative Coalition & Creative District, Ridgway Area Chamber of Commerce, Town of Ridgway/Ridgway Creative District, and Salida Creative District (collectively known as the "Partners") have come together to collaborate and to make an application for the State of Colorado Tourism Office 2019 Marketing Matching Grant Program; and

WHEREAS, the Partners listed above have agreed to enter into a collaborate agreement in which the Tourism Council of Carbondale will be the lead agency and named applicant, and the other agencies will be Partners in the application; and

WHEREAS, the Partners herein desire to enter into a Memorandum of Understanding setting forth the services to be provided by the collaborative; and

WHEREAS, the application for a 2019 \$25,000 Marketing Matching Grant was prepared and approved on August 15, 2018, by the collaborative through its Partners, and was submitted to and approved on October 4, 2018, by the State of Colorado Tourism Office;

NOW THEREFORE, it is hereby agreed by and between the Partners as follows:

- 1) The explicit purpose of this collaboration and grant application is to promote and market the Creative District Partners listed above, and will be known as the Colorado Creative Corridor Partnership & Program.
- 2) The Partners collectively agreed during the kickoff email on August 8, 2018, to contribute the following resources to the Colorado Tourism Office 2018 Marketing Matching Grant Program:
  - a. Tourism Council of Carbondale: \$3,500 in cash
  - b. Carbondale Creative District: \$1,500 in cash, and \$3,500 in in-kind services
  - c. Gunnison-Crested Butte Tourism Association: \$5,000 in cash
  - d. North Fork Valley Creative Coalition: \$2,000 in cash, and \$3,000 in in-kind services
  - e. Ridgway Area Chamber of Commerce: \$2,500 in cash
  - f. Town of Ridgway: \$2,500 in cash
  - g. Salida Creative District: \$5,000 in cash
- 3) The Colorado Tourism Office 2019 Marketing Matching Grant award is \$25,000, which, combined with the cash and in-kind commitments of the Partners, totals \$47,000 in cash and \$6,500 in in-kind services to be used for the Colorado Creative Corridor Partnership's marketing efforts in 2019.
- 4) The Partners listed above will serve as the governing committee regarding broad budgetary decisions on how to expend the 2019 grant funds and in-kind services. TCC will be responsible for ordinary day-to-day administrative and management decisions.
- 5) Under the direction of the governing committee, the TCC will act as lead agency in the administration and management of the 2019 Colorado Creative Corridor Partnership and Program,

and will be responsible for reporting all required financial and management activities of the grant to the Colorado Tourism Office.

- 6) The governing committee will adhere to the timeline and budget attached to this Memorandum of Understanding, to the extent possible.

WE, the undersigned Partners, have read and agree with this Memorandum of Understanding.

Further, we have reviewed the Colorado Creative Corridor Partnership and Program and approve it.

By: Andrea Stewart

Andrea Stewart, Executive Director, Tourism Council of Carbondale

Date: January 4, 2019

By: \_\_\_\_\_

Amy Kimberly, Carbondale Creative District

Date: \_\_\_\_\_

By: \_\_\_\_\_

Laurel Runcie, Marketing Director, Gunnison-Crested Butte Tourism Association

Date: \_\_\_\_\_

By: \_\_\_\_\_

Susie Kaldis Lowe, Board Chair, North Fork Valley Creative Coalition & Creative District

Date: \_\_\_\_\_

By: \_\_\_\_\_

Colin Lacy, Board President, Ridgway Area Chamber of Commerce

Date: \_\_\_\_\_

By: \_\_\_\_\_

Diedra Silbert, Community Initiatives Facilitator, Ridgway Creative District, Town of Ridgway

Date: \_\_\_\_\_

By: \_\_\_\_\_

Michael Varnum, Program Manager, Salida Creative District

Date: \_\_\_\_\_

## AGENDA ITEM #8

## **Disposable Bag Ordinance Report**

Lindsey Romaniello

Dec 20, 2018

The purpose of this memo is to summarize strategies used by other communities to implement their disposable bag restrictions and to highlight strategies that could be useful for Ridgway. Ridgway will be treading new ground with the community's bold ordinance mandates, as Ridgway will be the first community in Colorado to not only ban plastic bags in grocery stores and retail stores, but also ban plastic bags used inside stores (such as fruit and veggie bags, bags at the hardware store, and those used for packaging at restaurants). A further challenge will be in facing a very short time to implement this ban and prepare retailers for the transition. This memo will call for rapid action and tenacious community involvement to make sure the March 1<sup>st</sup> deadline will be met and accepted by the community.

There are eight communities in Colorado with ordinances that limit the use of plastic and disposable bags. These include Aspen, Avon, Boulder, Breckenridge, Crested Butte, Telluride, Carbondale and Vail. For this report a member of staff from each of these communities, except for Telluride was interviewed. Another six communities in Colorado have attempted to implement disposable bag restricting ordinances but have failed or have had the ordinances overturned. Of the eight communities in Colorado, only two communities have banned the use of plastic bags in both retail and grocery stores. Despite the stringency of the disposable bag restrictions, all eight communities had common strategies that made their ordinances successful.

### **Advertising and Outreach**

The success of disposable bag-bans was achieved through vigorous outreach and education. This was done in various ways, including talking extensively with business owners, posting signage for customers, passing out flyers, posting ads in the local paper, education forums and passing out re-useable bags. These steps helped prepare people and businesses for the change, as well as provided valuable reminders after the ordinance was implemented. It was stressed by many that were interviewed that doing this as early as possible is greatly appreciated by businesses and helps prevent push-back by community members. Of the eight towns, seven gave their community 6-8 months to prepare for the change and most expressed a wish to have longer, as push-back from unprepared businesses was the biggest issue in implementing bag-bans.

To gain support for disposable bag ordinances, municipalities utilized some creative strategies. One of the more common strategies was giving out re-useable bags to businesses and individuals. These bags would display the town logo or local art. By giving these bags out, a general feeling of good-will was created between the municipality and community members or businesses. This strategy seemed to defuse negative perceptions of the new restrictions. Another common strategy is to provide signage for businesses, displaying the ordinance restrictions and reminders for customers to bring their own bags. These signs can come in the form of postcards for the registers or window signs, and are a useful marketing strategy for gaining support for the ordinance.

If Ridgway decides to use these strategies, or other costly marketing strategies, funding will be an issue. Many communities charge a fee for disposable bag use, and can use this money to fund reusable bag creation and distribution, and marketing. However, other communities found funding through a couple alternative avenues. One was by getting sponsorship from local



businesses. The Town of Avon did this by partnering with Alpine Bank, and they expressed that if they had to do it over again, they would have sought other sponsors as well. Getting funding from environmental non-profits is also a possibility. Alternately, one community recommended securing funding in a budget by the town council.

Outreach geared specifically toward businesses was very important to many of the communities in this survey. Businesses and clerks are often the first to feel the push-back from bag restrictions. Therefore, providing them with adequate support was a priority for town staff members. To provide this support, town staff created FAQ sheets for business owners and clerks, so the businesses knew how to answer the public's inevitable questions on the ordinance. Also, frequent face-to-face visits to businesses were described as being very useful and communication was vital in maintaining support for the ordinances. These conversations were also useful in helping educate the clerks of businesses about the details of the ordinance restrictions.

Another strategy that one community found to be useful was sending out a letter of written support by the mayor or city council members to businesses. This could be a useful strategy to help reassure community members that elected officials support the bag-ban initiative and encourage people to support the ordinance as well.

### **The Importance of Providing Notice**

An important part of passing a bag restrictive ordinance is giving retailers ample time to go through their current supplies of non-compliant bags and plan for compliance. This was stressed by all of the communities interviewed for this memo. Businesses appreciate this notice so they might come up with new strategies for bagging and work with their suppliers to find compliant products that meet their budgets.

Preparing individual community members with advanced notice should also be priority for the transition. Posting signage in stores will be continually helpful both before and after the ordinance is implemented. To accomplish this, Ridgway should encourage community involvement to pass out flyers, post signs, stand outside businesses and talk with customers, and advertise/talk with community members before the ordinance implementation date.

A strategy that was used by five of the eight communities was holding informational forums. These were geared both towards businesses and individual community members. These were generally seen as "helpful" and community staff saw these as valuable tools in providing education.

Another project that would help support the community in enacting these new restrictions would be to set up a bag share/donation bin. This has been done by three other communities in Colorado. These bins were initially filled with reusable bags provided by the town and then people were encouraged to leave or return bags when they could. Town staff in Aspen, Colorado mentioned that these bins have to be partially sustained by the town as well, contributing some stock of re-useable bags intermittently, as community members almost never donate enough bags to keep the bins full. The placement of these bins varies from town to town. For example, Vail, Colorado has three bins through-out their community, at the library, bus stops outside the super markets and town hall. Setting these up and maintaining them is something that could be taken on by community members.

### **Advising Businesses on Alternative Products**

Of all the communities interviewed for this report, none mentioned assisting businesses in finding alternative products. In all communities, Town staff distributed information on

ordinance compliance and then allowed the individual businesses to make decisions with their distributors on which products to replace their current stock. This allowed individual businesses to choose the best products to fit their budgets and did not imply that businesses use any certain brand of product. Giving businesses enough time to order these products and use up their current stock of un-compliant bags is crucial. Without ample time to transition, businesses risk not being able to use up their current stock of un-compliant products and losing money. This is yet another argument for making sure communities have plenty of notice and time to transition before implementing disposable bag ordinance. However, if businesses are struggling to go through their bags in time recommendations or for how to get rid of bags might be made or the town could provide special accommodations for specific businesses.

Crested Butte Colorado encouraged businesses with excess bags to donate them to thrift stores and use the donation as a tax write off. They also provided a list of locations near-by that had plastic bag recycling facilities, such as Walmart and Safeway. On a larger scale, Fort Collins began providing plastic bag recycling facilities, in lieu of a failed plastic bag ban.

These strategies for disposing of plastic bags, while helpful, are not ideal. The most effective way of getting rid of businesses excess plastic bags is to give them time to use them up. When Crested Butte implemented their bag ordinance one business, after a slow winter retail season, still had stock of un-compliant bags. The City Council granted an extension on compliance for the business. This was greatly appreciated and was a step that helped to smooth the transition for the community.

## **Enforcement**

Most communities with bag restrictions did not have a broad enough bag-ban to warrant prioritization of enforcement. However, in communities where enforcement was warranted, they relied on community members to report retailers that did not meet compliance. After an incident of non-compliance was brought the attention of the town staff two different avenues of enforcement were taken. One method of enforcement used by town staff was re-education. For example, in Aspen, when one concerned citizen noticed that the appropriate fee was not being charged to disposable bags, a town staff member went to the business found that the business had been failing to train employees to add the fee. This was remedied with retraining initiatives and by distributing more information to clerks and business employees.

The other avenue of enforcement, which is utilized by Crested Butte, is to send a member of law enforcement to deliver a verbal or written warning to businesses that are not complying with the ordinance. If this warning did not fix the problem, fines were issued in accordance with the ordinance. These fines start with \$50 for first offence, \$100 for second offence and \$300 for all additional offences. So far no one has been charged a non-compliance fine in Crested Butte.

These two avenues of enforcement strategy could be used in concert with each other, starting with reeducation and then moving to more stern enforcement. This is the strategy in Breckenridge and Boulder who charge and collect bag fees, however the fines for non-compliance are enforced by fee/tax collection officials and not from law enforcement.

## **Action diversity**

Multiple communities stressed using a variety of strategies in order to make a bag-ban ordinance successful. For example, while some communities only utilized signage and distributing reusable bags, both the community developers in Avon and Crested Butte described using many strategies so as to make the importance of the disposable bag ordinance as visible as

possible. While it will depend on the number of community volunteers Ridgway can rally, it is suggested that Ridgway use as many of the methods listed in this memo as possible. By doing this, Ridgway hopefully will be able to have a smooth transition in becoming Colorado's first plastic-bag-free town.

### **The Future and Single-Use Plastics**

While Ridgway has shown enthusiasm for the banning of single-use plastics, the ramifications of such a ban should be seriously considered and studied. Colorado clause 25-17-104 in CRS2017-title-25 states: "No unit of local government shall require or prohibit the use or sale of specific types of plastic materials or products or restrict or mandate containers, packaging, or labeling for any consumer products." While this language is somewhat vague in its definitions of "container and packaging", it may provide precedent for legal action.

This does not mean that other steps cannot be taken to encourage businesses to stop using single use plastics. In Aspen, Colorado, restaurants are encouraged to only distribute plastic straws upon request, and since adopting this strategy restaurant owners report that 90% of the time customers didn't care for or ask for a straw. The remaining percentage of customers that did ask for a straw would often do so for medical reasons. This reduction of straw use was a welcome cost reduction and space-saver for restaurants.

Another possibility for encouraging the reduction of single use plastics is providing incentive to businesses who don't use plastics. A temporary reduction of annual business license cost is an example of such an incentive, but there many other possibilities.

No matter the strategy Ridgway decides to take in reducing single-use plastic waste, businesses need to be consulted and data needs to be collected prior to passing an official ordinance.

Useful Marketing Examples and Informational Resources:

Bag Law Information was initially collected from the following website-

<http://www.baglaws.com/legislation.php?state=Colorado>

Boulders FAQ sheet-

[https://www-static.bouldercolorado.gov/docs/Boulder\\_Bag\\_Fee\\_Retailer\\_Fact\\_Sheet-1-201511241203.pdf?\\_ga=2.25772093.1207058961.1545065642-1201784605.1542149320](https://www-static.bouldercolorado.gov/docs/Boulder_Bag_Fee_Retailer_Fact_Sheet-1-201511241203.pdf?_ga=2.25772093.1207058961.1545065642-1201784605.1542149320)

More Plastic Bag Legislation Information-

<https://www.plasticbaglaws.org/>

Breckenridge Bags and Post cards:



## AGENDA ITEM #9

## AGENDA ITEM #10

## AGENDA ITEM #11

## Purchased Products and Services

Ouray Police Department, Ouray County SO, Ridgway Marshall's Office

Price Estimate Date: December 12, 2018

Estimate Number: QUO-07814-M8L2Z8

Expiration Date: January 31, 2019

Prepared By: Troy Archer

### Spillman Advantages

- Spillman's site license eliminates the frustrations of limited licensing and allows for agency growth by providing access to all desktop modules without individual license fees.
- Each Spillman system includes first-year maintenance, a comprehensive warranty, unlimited standard business hour support, and free enhancements.
- Professional services include onsite administration training and setup assistance as well as thorough end user training (all onsite services include travel and per diem).

Montrose Police Department will do admin setup

Two weeks of onsite training

One week of Go-Live assistance

### Price

Software:	111,803
Professional Services:	42,240
3rd Party Hardware:	6,131
<b>Total:</b>	<b>\$160,174</b>



## Purchased Products and Services

Ouray Police Department, Ouray County SO, Ridgway Marshall's Office

Price Estimate Date: December 12, 2018

Estimate Number: QUO-07814-M8L2Z8

Expiration Date: January 31, 2019

Prepared By: Troy Archer

Integrated Hub		
Integrated Hub - Names, Vehicles, Property, Wanted Persons, Message Center		

Records Management		
Evidence Management		
Law Records		
Traffic		

Mobile		
Mobile Arrest Form		
Driver License Scanning		
Mobile AVL and Mapping		
Mobile Incident Offense National Form		
Mobile Records		
Mobile State & National Queries		
Mobile Voiceless Dispatch		

Imaging		
Imaging		

State Specific Products		
IBR - CO Specific		
CO State Link		

## Purchased Products and Services

Ouray Police Department, Ouray County SO, Ridgway Marshall's Office

Price Estimate Date: December 12, 2018

Estimate Number: QUO-07814-M8L2Z8

Expiration Date: January 31, 2019

Prepared By: Troy Archer

Subscription Software		
Learning Management System - 1 Year		

Hardware/3rd Party Products	Quantity	
Driver's License Scanning Hardware	15	
Garmin GPS18X	15	

Payment Terms		
Equal Payments Over Three Years Made By Each Agency		
No Penalty for Early Payment		

2nd-year Maintenance	Price
<ul style="list-style-type: none"> <li>2nd-year maintenance charges will begin 12 months from the go-live date.</li> <li>Future maintenance is estimated for your planning purposes and is not included in this purchase.</li> </ul>	
<b>2nd-year Maintenance Total Equally Split Between Ridgway, Ouray PD, and Ouray County Sheriff's Office:</b>	<b>\$12,623</b>

### Host Agency:

Montrose Police Department

### Shared Agencies:

Ridgway Marshall's Office

Ouray Police Department

Ouray County Sheriff's Department

## Purchased Products and Services

### Ouray Police Department, Ouray County SO, Ridgway Marshall's Office

Price Estimate Date: December 12, 2018 Estimate Number: QUO-07814-M8L2Z8  
Expiration Date: January 31, 2019 Prepared By: Troy Archer

This Purchase Agreement ("Agreement") is made and entered into by and between the Customer and Spillman Technologies, a Motorola Solutions Company. Shared Agency License Agreement must also be executed in order for this agreement to be valid.

In the event the County/City Boards fail to appropriate funds for this Agreement, the Customer may terminate this Agreement (in whole or part) at any time for any reason. To exercise this right, Customer must provide to Motorola formal written notice at least thirty (30) days in advance of the effective date of the termination. The notice must explicitly state the effective date of the termination and whether the contract termination is in whole or in part, and if in part, which part is being terminated. If Customer exercises this right to terminate for non-appropriations, it will be liable to pay Motorola for (1) the portion of the Contract Price attributable to the Equipment and/or Software delivered, and all services performed, on or before the effective date of the termination; and (2) costs and expenses that Motorola incurs as a result of the termination of the Agreement, including but not limited to costs and expenses associated with cancellation of subcontracts, restocking fees, removal of installation or test equipment, etc. If the portion of the Contract Price and/or the recoverable costs and expenses attributable to the termination of the Agreement are not readily ascertainable, Customer will be liable to pay Motorola for the reasonable value of such Equipment, Software, services, costs and expenses.

#### Ouray Police Department

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Customer Name

---

Authorized Signature

---

Date

---

Print Name and Title

## Purchased Products and Services

Ouray Police Department, Ouray County SO, Ridgway Marshall's Office

Price Estimate Date: December 12, 2018

Estimate Number: QUO-07814-M8L2Z8

Expiration Date: January 31, 2019

Prepared By: Troy Archer

### Ouray Sheriff's Office

Customer Name

Authorized Signature

Date

Print Name and Title

### Town of Ridgway

Customer Name

Authorized Signature

Date

Print Name and Title

## AGENDA ITEM: Manager's Report