

DISTRICT PLAN COMMISSION

Agenda Packet

March 28, 2019

2:00 p.m.

(typically fourth Thursday of the month)

Adams County Government Center

5th Floor Study Session Room

4430 S. Adams County Parkway Brighton, CO 80601

COMMISSION MEMBERS

Alan Hale (Chair)

Amanda Griffin (Vice Chair)

Christy Dowling (Secretary)

Terry Cook

Kate Kielsmeier

Adam Kniss

Wayne Scott

Michelle Seubert

Wayne Walvoord

1. Call to Order/Roll Call/Pledge of Allegiance
2. Approve minutes from February 28 and March 14, 2019 meetings (p. 2-4)
3. Public Comment
4. Staff updates (p. 5-8)

Regular Business:

5. (A) District Plan Area final brand and logo presentation by Domoto Brands
6. Announcements, Suggestions & Comments
7. Adjournment



adcogov.org/DistrictPlan

Please note: Contact Anneli Berube at aberube@brightonco.gov or (303)655-2252 with questions or if you require special accommodations.

The following links have been shared by Commission members or staff and are being provided for informational purposes only. These resources do not reflect the positions of Adams County or the City of Brighton.

Shared Resources	Work Plan Tactic(s)
From service work to field work, 3/2019, https://www.anythinklibraries.org/spark/service-work-field-work	19



District Plan Commission meeting notes



Type of meeting: Regular

Date: Thursday, February 28, 2019

Location: Adams County Government Center, 5th Floor Study Session Room

Members present: Mr. Alan Hale (Chair), Ms. Amanda Griffin (Vice Chair), Ms. Christy Dowling (Secretary), Mr. Terry Cook, Ms. Kate Kielsmeier, Mr. Adam Kniss, Mr. Wayne Scott, Ms. Michelle Seubert, Mr. Wayne Walvoord

Members absent: none

Staff present: Anneli Berube (Adams County/City of Brighton), Thad Gourd (Adams County), Shannon McDowell (Adams County), Aja Tibbs (City of Brighton), Gary Wardle (City of Brighton), Jennifer Woods (Adams County)

Public present: Linda Young (Brighton Shares the Harvest), Marit Gilmore (Domoto Brands), Drew Domoto (Domoto Brands)

AGENDA ITEM	DISCUSSION	ACTION
1. Call to Order/Roll Call/Pledge of Allegiance	<ul style="list-style-type: none">No discussion.	Meeting called to order by A. Hale at 1:59 p.m.
2. Approve minutes from January 24, 2019 meeting	<ul style="list-style-type: none">A. Kniss moved to approve minutes from January 24, 2019 meeting. W. Walvoord seconded.No discussion.	Minutes from January 24, 2019 meeting were approved. K. Kielsmeier abstained.
3. Public Comment	<ul style="list-style-type: none">Linda Young: handed out carrot seeds from Brighton Shares the Harvest.	No action.
4. Staff updates	<ul style="list-style-type: none">Introduced new Commission members: Wayne Walvoord (2nd term), Michelle Seubert, Kate Kielsmeier, and Terry CookDistrict Plan Commission invited to Brighton City Council meeting on Tuesday, March 5 for National Ag Day proclamationQ4 Monitoring Report February UpdateG. Wardle: operators of the Bromley-Hishinuma Farm are presenting an update to the Brighton City Council in a Study Session on March 12, 2019S. McDowell: Adams County closed on the Murata Brothers Farm property on February 27, 2019	No action.
5. (I) Presentation by DP Branding & Wayfinding Project Consultant, Domoto Brands	<ul style="list-style-type: none">D. Domoto and M. Gilmore of Domoto Brands presented possible names for the District Plan area with rationales in a PowerPoint presentation.District Plan Commission members provided feedback and suggestions.	No action.

6. (R) Discussion of Summerfest 2019 participation	<ul style="list-style-type: none"> A. Berube will send out a survey to District Plan Commission members to see who would be available and interested in volunteering to do public outreach at Summerfest on June 1, 2019 and the CSU Extension Sustainable Lifestyle Expo on April 14, 2019. 	No action.
7. Announcements, Suggestions & Comments	<ul style="list-style-type: none"> A. Kniss asked for an update on the Conservation Easement Toolkit. A. Berube shared that the Conservation Easement Toolkit has been finalized per the District Plan Commission request at the January 24, 2019 meeting. Staff investigated the statements of financial incentives and made minor adjustments. The toolkit will be shared with Development Services departments for the City and County and posted on the District Plan website. T. Gourd: Sustainable Lifestyle Expo on April 14, 2019 at 1st Bank Center, \$10 per person. A. Hale mentioned an article in the Daily Post February 25, 2019 edition related to agricultural education at Anythink Libraries. 	
8. Adjournment		Meeting adjourned at 3:32 p.m.

Recorded by: A. Berube



District Plan Commission meeting notes



Type of meeting: Special

Date: Thursday, March 14, 2019

Location: Adams County Government Center, 5th Floor Study Session Room

Members present: Mr. Alan Hale (Chair), Ms. Amanda Griffin (Vice Chair), Ms. Christy Dowling (Secretary), Mr. Terry Cook, Ms. Kate Kielsmeier, Mr. Adam Kniss, Mr. Wayne Walvoord

Members absent: Mr. Wayne Scott, Ms. Michelle Seubert

Staff present: Anneli Berube (Adams County/City of Brighton), Shannon McDowell (Adams County), Aja Tibbs (City of Brighton), Gary Wardle (City of Brighton), Jennifer Woods (Adams County)

Public present: Marit Gilmore (Domoto Brands), Drew Domoto (Domoto Brands)

AGENDA ITEM	DISCUSSION	ACTION
1. Call to Order/Roll Call/Pledge of Allegiance	<ul style="list-style-type: none">No discussion.	Meeting called to order by A. Hale at 2:01 p.m.
2. Presentation and discussion with Domoto Brands for District Plan Branding & Wayfinding Project	<ul style="list-style-type: none">D. Domoto and M. Gilmore of Domoto Brands shared their insights and refined recommendations for naming the District Plan area, incorporating additional research and stakeholder outreach in a PowerPoint presentation. They shared two name recommendations with corresponding draft logos: Riversong Valley and Historic Splendid Valley.W. Walvoord moved to perform a vote by secret ballot to decide the name for the District Plan area, based on the two options brought forth by Domoto Brands today. K. Kielsmeier seconded.	The results of the secret ballot were six votes for Splendid Valley and one vote for Riversong Valley. Splendid Valley was therefore chosen as the name for the District Plan area.
3. Public Comment	<ul style="list-style-type: none">None.	No action.
4. Adjournment		Meeting adjourned at 3:30 p.m.

Recorded by: A. Berube

March 2019 Update

TO: District Plan Commission

FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff

DATE: March 22, 2019

SUBJECT: March 2019 Update to Q4 District Plan Monitoring Report

ATTACHMENTS: Table 1. 2018 in Review, Table 2. Deliverables for Commission Review Q1 2019

*The following report is a **monthly update** to the Q4 2018 Monitoring Report. It provides updates to activities and deliverables that will be worked on or completed in the first quarter of 2019 (Q1). The information is summarized below and detailed in the tables on the following pages.*

(Q1 is Jan-Mar, Q2 is Apr-Jun, Q3 is Jul-Sept, and Q4 is Oct-Dec.)

Report Summary:

Table 1. 2018 in Review: This table represents the deliverables completed and tactics worked on in 2018, as well as next steps for 2019. The summary below includes March 2019 updates noted at the end of each bullet *in italics*. Table 1 (pgs. 2-4) has the full description of tactics and activities.

- **Tactic #1: Acquisitions** – Open Space Grant award for Murata Brothers Farm Property 11/13/18; continue to identify opportunities for preservation in 2019; *Mar 2019: Adams County closed on Murata Brothers Farm Property on 2/27/19, preserving about 37 acres of farmland*
- **Tactic #6: Public relations** – Video update, developed list and executed public outreach events in 2018; continue public outreach in 2019, ramp up once new brand and logo are developed; *Mar 2019: City of Brighton issued a proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14) related to the event; staff followed by mailing a letter to local farmers from Brighton Shares the Harvest and District Plan Commission, along with a copy of the proclamation*
- **Tactic #15: Marketing campaign** – received 2 grants totaling \$17,500 for District Plan Branding & Wayfinding Project, hired consultant to begin in 2019; Project to be completed by May 2019; *Mar 2019: consultant presented final name options, District Plan Commission voted, final design options will be presented to the District Plan Commission 3/28/19*
- **Tactic #21: Senior Meal Programs** – conduct initial outreach in 2019; *Mar 2019: Ag Innovation Specialist met with Eagle View Adult Center, Brighton Shares the Harvest, and Meals on Wheels to discuss a fresh produce pilot program*

Table 2. Deliverables for Commission Review Q1 2019: This table represents the deliverables that will require the Commission's feedback in Q1. The deliverable yet to be completed this quarter is:

- District Plan area brand and logo options for March 28 District Plan Commission meeting

March 2019 Update

Table 1. 2018 in Review

#	Tactic Summary	Timeline	Completed Deliverables	Other Activities Completed	What's Next for Q1 2019
1	Seek funding to preserve agricultural lands within the District Plan area	Ongoing		<ul style="list-style-type: none"> - District Plan Staff assisted Adams County P&OS staff in applying for an Adams County Open Space Grant for the Murata Brothers Farm Property, which awarded 11/13/18. The Conservation Fund has been working with the landowner to finalize the deal. - <i>Mar 2019: Adams County closed on Murata Brothers Farm Property on 2/27/19, preserving about 37 acres of farmland</i> 	- continue to identify opportunities for preservation
6	Create a public relations plan to promote the efforts of the District Plan	Ongoing	- 2018 Potential Public Outreach Events list	<ul style="list-style-type: none"> - County District Plan staff published a video update about the District Plan, shown at Adams County Town Hall in Brighton in March - District Plan Staff and Commission members participated in public outreach at Summerfest, Brighton City BBQ, and Adams County Fair - October outreach at Bromley Farm Festival - <i>Feb 2019: in process of transferring District Plan website over to City of Brighton website, see #15 for brand and logo development</i> - <i>Mar 2019: City of Brighton issued a proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14) related to the event; staff followed by mailing a letter to local farmers from Brighton Shares the Harvest and District Plan Commission, along with a copy of the proclamation</i> 	- continue public outreach about District Plan, ramp up after District Plan Branding & Wayfinding Project (see #15)
9	Develop City and County zoning overlay or design guidelines to address performance criteria; apply overlay to properties that could potentially apply for annexation	Jan 2018-Dec 2019		<ul style="list-style-type: none"> - City reviewed land use code, began drafting new code - <i>Feb 2019: provided comments to City of Brighton site design articles 6-8 and Adams County Development Standards updates for agricultural uses and keeping chickens and bees in residential zones</i> 	- review and finalize new land use code
10	Evaluate the County and City's Land Development codes to further explore TDR and/or improve Cluster Standards	Apr 2018-Jun 2019		<ul style="list-style-type: none"> - City and County staff met to discuss next steps 	<ul style="list-style-type: none"> - produce staff report about TDR and the District Plan - draft RFP for consultant services
11	Develop matrix to guide agricultural preservation efforts	Jan-Mar (2018)	- Farmland Preservation Toolkit		- TACTIC COMPLETE

March 2019 Update

#	Tactic Summary	Timeline	Completed Deliverables	Other Activities Completed	What's Next for Q1 2019
12	Create incentives for landowners to implement conservation easements	Mar-Dec 2018	- Conservation Easements SWOT Analysis Summary	- collected feedback from Rocky Mountain Farmers Union, Guidestone Colorado about what farmers are seeking in land - Anneli, Travis, Shannon, Christine Quinlan met to develop a SWOT analysis of possible scenarios where conservation easements might be used <i>- Feb 2019: Conservation Easement Toolkit finalized</i>	- finalize Conservation Easement Toolkit - explore options for outreach
13	Increase school nutrition programming within existing school system	Jan 2018-Sep 2018	- Farm to School Toolkit	- toured Greeley School District with Adams 12 and 27J staff - met with 27J Nutrition Services Staff to discuss toolkit, next steps	
14	Implement on site school gardens within 27J School District	Jan 2018-Sep 2018	- (see above)	- (see above)	
15	Create marketing campaign for District Plan area	Apr 2018-Sep 2019		- identified need to rename and brand District Plan area for agritourism purposes - explored initial possibilities for a name and brand for District Plan area - applied for two grants to fund District Plan Branding & Wayfinding Project: Colorado Tourism Office Project & Technical Assistance (awarded \$15,000), and Brighton Lodging Tax Grant (awarded \$2,500) - finalized and posted RFP to hire marketing firm to develop name and brand - marketing firm was chosen in Dec 2018 <i>- Feb 2019: consultant completed stakeholder outreach, initial design ideas</i> <i>- Mar 2019: consultant presented final name options, District Plan Commission voted, final design options will be presented to the District Plan Commission 3/28/19</i>	- District Plan Branding & Wayfinding Project, to be completed by May 2019
18	Once agritourism direction established, focus on highway and street signage	Apr 2018-Dec 2019		- Anneli, Shannon, Gary, Jennifer discussed how to implement tactic - identified need to rename and brand District Plan area for agritourism purposes - developed preliminary plan for wayfinding signs, including map and possible designs - (see above for RFP)	- (see above)

March 2019 Update

#	Tactic Summary	Timeline	Completed Deliverables	Other Activities Completed	What's Next for Q1 2019
19	Incubator program cultivating new farmers through farmer, business education and land access	Apr 2018-Jun 2019		- briefly explored with CSU Extension; other counties are currently doing beginning farmer courses, isn't a huge demand at the moment, but Adams County could potentially host in the future	
21	Create incentives to incorporate more local food within existing meal programs for seniors	Sep 2018-Feb 2019		- no activity to date - <u>Feb 2019</u> : BSTH doing pilot w/ Meals on Wheels to include fresh produce w/ meals - <u>Mar 2019</u> : Ag Innovation Specialist met with Eagle View Adult Center, Brighton Shares the Harvest, and Meals on Wheels to discuss a fresh produce pilot program	- conduct initial outreach to determine what is already happening, what opportunities exist
22	Identify and implement programs to address food safety education needs in production and consumer markets	Sep 2018-Dec 2018		- no activity to date - <u>Feb 2019</u> : had meeting w/ TCH, discussed tactic at a high level	- conduct initial outreach to determine what is already happening, what opportunities exist
28	Seek grant funds for Ag Innovation Specialist after first two years	Jan 2018-May 2019		- researched potential grant funds for Ag Innovation Specialist position, will continue to identify grants to fund projects	- <u>Feb 2019</u> : NO UPDATE - <u>Mar 2019</u> : NO UPDATE

Table 2. Deliverables for Commission Review Q1 2019

#	Tactic Summary	Timeline	Who is Involved	Deliverable
12	Create incentives for landowners to implement conservation easements	Nov 2018-Jan 2019	Lead: Adams County Parks & Open Space (P&OS) (Shannon), Brighton Parks & Recreation (P&R) (Travis) with Anneli's support Stakeholders: The Conservation Fund, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	- Conservation Easements Toolkit (3 rd reading at Jan 2019 meeting)
15	Create marketing campaign for District Plan area	Mar 2019	Lead: Anneli, Adams County & Brighton Communications (Comms) Stakeholders: Brighton Economic Development Corporation (BEDC), Brighton Chamber of Commerce (BCoC), Adams County Economic Development Corporation (ACED), I-70 Regional Economic Advancement Partnership (REAP)	- Final presentation of District Plan area brand and logo options at March District Plan Commission meeting