



THE STATE BOARD OF THE GREAT OUTDOORS COLORADO TRUST FUND
BOARD RETREAT – FRUITA, COLORADO
THURSDAY, SEPTEMBER 28, 2017

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A meeting of The State Board of the Great Outdoors Colorado Trust Fund convened at 9:02 AM on September 28, 2017 at the Fruita Community Center.

Board Present Jason Brinkley (Chair), Tom Burke, Warren Dean, Jenn Dice, Karma Giulianelli, John Howard, Tony Lewis, Dave Palenchar (Treasurer), Bob Randall, Chana Reed, Jacy Rock (Vice Chair), Jody Rogers, Linda Strand, Michelle Zimmerman

Board Absent Katie Cattanach (Secretary), Hollie Velasquez Horvath

Staff Present Matt Brady, Madison Brannigan, Laura Cardon, Chris Castilian, Andrea Conrad, Rosemary Dempsey, Peter Ericson, Michele Frishman, Amanda Hill, Jake Houston, Dylan Lewan, Erika Meyer, Jackie Miller, Michelle Schrote, Emily Orbanek, Chris Yuan-Farrell

Public Present Michael Reagan (Colorado Parks and Wildlife)

Year in Review Mr. Castilian presented the year in review.

Mid-Strategic Plan Review – Finance & Policy Background Mr. Ericson presented on GOCO’s finance and policy background. Specifically, he reviewed GOCO’s existing finance and programmatic policies, current systems for tracking, managing, and reporting on finances, and policy questions board/staff must consider and/or address.

Audit Policies – Substantially Equal Mr. Ericson presented on draft policy recommendations and next steps for defining, managing, and tracking substantially equal as outlined in the meeting materials.

Audit Policies – Discretion, Use, Eligibility Mr. Ericson presented on policy recommendations and next steps on grant categorization in relation to discretionary authority, use, and eligibility as outlined in the meeting materials.

Substitution Procedure Ms. Frishman presented options on revising or eliminating GOCO’s current property substitution procedure as outlined in the meeting materials. Following discussion, the board asked to revisit the topic the following day.

CPW O&M Funding Ms. Orbanek presented a history of GOCO’s state parks capital versus operations/maintenance investments and outlined a recommendation on an annual single recreation management grant as outlined in the meeting materials.

The board unanimously (14-0) agreed to proceed with implementing a single recreation management grant in this year’s CPW Investment Proposal.

CPW Director’s Innovation Fund Results Ms. Orbanek presented results from the first round of the Director’s Innovation Fund. She outlined next steps for collecting feedback and making improvements to the application process for subsequent rounds.



CPW Wildlife Capital Dollars

Ms. Orbanek presented Colorado Parks and Wildlife (CPW) staff and commission recommendations on GOCO investment options for wildlife purpose funds earmarked for the Colorado Wildlife Habitat Protection Program as outlined in the meeting materials.

Mr. Howard moved to approve planning of CPW's FY18-19 Investment Proposal taking into account the key priority allocations outlined in the meeting materials; Ms. Zimmerman seconded. Motion carried (13-1).

The State Board of the Great Outdoors Colorado Trust Fund meeting adjourned at 2:55 PM on September 28, 2017.



THE STATE BOARD OF THE GREAT OUTDOORS COLORADO TRUST FUND
BOARD MEETING – FRUITA, COLORADO
FRIDAY, SEPTEMBER 29, 2017

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A meeting of The State Board of the Great Outdoors Colorado Trust Fund convened at 9:06 AM on September 29, 2017 at the Fruita Community Center.

Board Present Jason Brinkley (Chair), Tom Burke, Warren Dean, Jenn Dice, Karma Giulianelli, John Howard, Tony Lewis (Secretary), Dave Palenchar (Treasurer), Chana Reed, Jacy Rock (Vice Chair), Jody Rogers, Linda Strand, Michelle Zimmerman

Board Absent Katie Cattanach, Bob Randall, Hollie Velasquez Horvath

Staff Present Matt Brady, Madison Brannigan, Laura Cardon, Chris Castilian, Andrea Conrad, Rosemary Dempsey, Peter Ericson, Michele Frishman, Jake Houston, Dylan Lewan, Erika Meyer, Jackie Miller, Emily Orbanek, Jim Ott

Public Present Mike Bennett (City of Fruita), Lori Buck (City of Fruita), Jim Butterfield (Bookcliff Middle School), Tom Casal (City of Fruita), Adam Eichberg (Headwater Strategies), Mary Marchun (The Capstone Group), Ture Nycum (City of Fruita), Dean Riggs (Colorado Parks and Wildlife), JT Romatzke (Colorado Parks and Wildlife), Trina Romero (Colorado Parks and Wildlife), Mike Suple (Suple Advertising), Colin Waters (Colorado Lottery), Greg Weckenbrock (Bookcliff Middle School), Traci Weiland (City of Grand Junction)

Minutes Approval *Mr. Burke moved that the minutes from June be approved; Mr. Palenchar seconded. Motion carried unanimously (13-0).*

Executive Committee & Officer Election *Ms. Strand called for a motion to elect Mr. Lewis to secretary and maintain all other current serving members in their positions on GOCO's Executive Committee; Mr. Brinkley seconded. Motion carried unanimously (13-0).*

2018 Meeting Calendar Mr. Brinkley presented the 2018 meeting calendar as outlined in the meeting materials.
Ms. Reed moved the calendar be adopted as presented noting the addition of possible half day retreat during the spring board meeting; Ms. Giulianelli seconded. Motion carried unanimously (13-0).

Legislative Update Mr. Eichberg and Ms. Marchun presented the legislative update.

Lottery Update Mr. Waters from Colorado Lottery presented the Lottery update.

Finance Update/FY18 Ms. Conrad presented the finance update.

Spending Plan

Mr. Ericson presented the proposed amendments to the FY18 spending plan.

Ms. Strand moved Resolution 2017-18; Ms. Reed seconded. Motion carried unanimously (13-0).



Marketing Campaign Update

Ms. Dempsey invited Mr. Schultz, Ms. Spence, and Mr. Sukle from Sukle Advertising, as well as Ms. Denious from OMNI Institute, to present a campaign performance update on Generation Wild. Discussion focused on to-date results from the media campaign, partnership and public relations updates, topline learning from OMNI's baseline survey, and an outline of campaign next steps.

Connect Initiative Grants

Mr. Houston presented the 2017 Connect Initiative grant recommendations. GOCO received eight applications. Staff and the Parks, Trails, and Open Space Committee recommended the board fully fund the top four projects and grant a partial award the fifth-ranked project, for a total of \$8,900,000 from local government purpose funds.

Ms. Strand moved Resolution 2017-17; Ms. Dice seconded. Motion carried unanimously (13-0).

Substitution Procedure

Ms. Frishman revisited the prior day's conversation on GOCO's current property substitution procedure, providing a revised procedure for the board's review.

The Parks, Trails, and Open Space Committee members agreed to review the draft substitution procedure for discussion at the November committee meeting.

Conservation Excellence Grants

Ms. Frishman presented the 2017 Conservation Excellence grant recommendations. GOCO received three applications. Staff and the Parks, Trails, and Open Space Committee recommended the board fully fund the top two projects and grant a partial award to the third-ranked project, for a total of \$200,000 from open space purpose funds.

Ms. Strand moved Resolution 2017-16; Ms. Giulianelli seconded. Motion carried unanimously (13-0).

Overdue Grants

Ms. Frishman presented on overdue grants. Staff and the Parks, Trails, and Open Space Committee recommended the board approve extensions for five local government and three open space grants outlined in the meeting materials.

Mr. Lewis moved to approve the recommended extension requests of the eight projects as outlined in the meeting materials; Mr. Burke seconded. Motion carried unanimously (13-0).

TNC Medano Ranch Transfer to NPS

Ms. Frishman presented on The Trust for Public Land's request to approve the proposed transfer of 12,518 acres of the Medano Ranch to the National Park Service (NPS).



Ms. Giulianelli moved to approve the transfer request as outlined in the meeting materials; Ms. Zimmerman seconded. Mr. Howard called for a roll call vote. Motion carried (6-5).

Roll Call Vote: Burke – no; Dean – abstained; Dice – no; Howard – no; Giulianelli – yes; Lewis – yes; Palenchar – yes; Reed – no; Rock – yes; Rogers – no; Strand – yes; Zimmerman – yes

CPW Update

Ms. Orbanek invited Mr. Weckenbrock to speak about on the Outdoor Wilderness Lab or OWL program taking place in the Grand Valley.

The State Board of the Great Outdoors Colorado Trust Fund meeting adjourned at 3:15 PM on March 23, 2017.