



Grand Junction City Council

Regular Session

Item #5.a.

Meeting Date: October 18, 2017
Presented By: City Council
Department: City Council
Submitted By: CMU 20000 Steering Committee

Information

SUBJECT:

Discussion and Possible Direction Regarding North Avenue/University Boulevard and CMU 20000

RECOMMENDATION:

Refer to staff for the preparation of a draft resolution consistent with the City Council discussion and the requests contained in that letter; and furthermore, that the draft resolution be considered at the November 1, 2017 City Council meeting.

EXECUTIVE SUMMARY:

Earlier this year, the Colorado Mesa University 20000 Initiative, the Grand Junction Area Chamber of Commerce, and the North Avenue Business Owners Association proposed to change the name of North Avenue to University Blvd. as an objective of CMU 20000. The CMU 20000 Steering Committee is formally requesting that City Council reconsider its previous formal designation of the North Avenue name change and to create a five-member task force to make suggestions moving forward.

BACKGROUND OR DETAILED INFORMATION:

Earlier this year, the Colorado Mesa University 20000 Initiative, the Grand Junction Area Chamber of Commerce, and the North Avenue Business Owners Association proposed to change the name of North Avenue to University Blvd. as an objective of CMU 20000. The CMU 20000 vision is to unify a community that values higher learning and students as vehicles for greater prosperity.

Recently, the CMU 20000 Steering Committee learned that the initiative objective to

change the name of North Ave. to University Blvd. has become an inadvertent distraction from the broader outcomes desired the CMU 20000 effort. As a result, the Steering Committee is formally requesting that City Council reconsider its previous formal designation of the North Avenue name change.

Moving forward, the CMU 20000 Steering Committee proposes that City Council collectively and formally endorse the CMU 20000 Initiative while concurrently rescinding the decision to rename North Avenue. the Steering Committee also proposes that Council appoint a five-member task force to make suggestions moving forward on how the community can enhance the University's visibility throughout the City and report back to Council with recommendations within the next 30 to 60 days. The proposal asks that a task force be appointed and comprised of a 12th Street and North Avenue business owner as well as a CMU representative, Grand Junction City Council member, City Planning Department staff member, and a CMU 20000 Steering Committee member.

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

I move that the letter from the CMU 20000 Steering Committee be referred to staff for the preparation of a draft resolution consistent with the City Council discussion and the requests contained in that letter; and furthermore, that the draft resolution be considered at the November 1, 2017 City Council meeting.

Attachments

1. CMU 20000 Letter



October 13, 2017

Dear Honorable Mayor Taggart and Members of the Council,

The Colorado Mesa University 20000 Initiative is a product that belongs to the community. As an extension of the community, the project affords Grand Junction residents tremendous opportunity to work together enhancing the health and vitality of the economy and community, through our University.

Objectives of the Initiative were established through the passion and joint efforts of over 300 citizens. These community members rallied behind the idea of supporting their local institution of higher learning. To date, the collaboration supporting CMU is something the community is proud of.

Recently, the CMU 20000 Steering Committee has learned that an initiative objective (while worthwhile and valuable) has also become an inadvertent distraction from the broader outcomes desired by thousands who subscribe to the CMU 20000 effort. The renaming of North Avenue is this distraction. As a result, the Steering Committee formally requests City Council reconsider its previous formal designation of the North Avenue name change. Moving forward we propose (just as individual council members have already done) that City Council collectively and formally endorse the CMU 20000 Initiative while concurrently rescinding the decision to rename North Avenue. Also, we propose Council appoint a five-member task force to make suggestions moving forward on how the community can enhance the University's visibility throughout the City and report back to Council with recommendations within the next 30 to 60 days. We propose a task force be appointed and be comprised of a 12th Street and North Avenue business owner as well as a CMU representative; Grand Junction City Council member; City Planning Department staff member; and, a CMU 20000 Steering Committee member.

The CMU 20000 vision unifies the community around a common vision--a vision that values students and higher learning as vehicles for greater prosperity. When, however, an objective instead creates division within the community we believe an appropriate course of action is to pause and then explore how the community's common goals can be achieved through different means.

Please accept this letter as our deepest appreciation for your belief that supporting higher learning (and valuing the University's role in our society and community) is a worthwhile endeavor.

Sincerely,

CMU 20000 Steering Committee