

# DISTRICT PLAN COMMISSION

Agenda Packet  
April 25, 2019  
2:00 p.m.

*(typically fourth Thursday of the month)*

Riverdale Regional Park  
Parks & Open Space Admin Building  
9755 Henderson Rd 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 March 28, 2019 meetings (p. 2-3)
3. Public Comment

### ***Regular Business:***

4. (A) Presentation from Brighton Chamber of Commerce and Discover Brighton (p. 4-5)
5. Staff updates (p. 6-13)
6. Announcements, Suggestions & Comments
7. Adjournment



[adcogov.org/DistrictPlan](http://adcogov.org/DistrictPlan)

**Please note:** Contact Anneli Berube at [aberube@brightonco.gov](mailto: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)
As Farmers Retire, Their Families Face Difficult Choices, 3/27/2019, <a href="https://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2019/03/27/as-farmers-retire-their-families-face-difficult-choices">https://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2019/03/27/as-farmers-retire-their-families-face-difficult-choices</a>	1



# District Plan Commission meeting notes



**Type of meeting:** Regular

**Date:** Thursday, March 28, 2019

**Location:** Adams County Government Center, 5<sup>th</sup> Floor Study Session Room

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

**Members absent:** Mr. Terry Cook, Mr. Wayne Scott

**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), Layla Bajelan (Adams County)

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

AGENDA ITEM	DISCUSSION	ACTION
1. Call to Order/Roll Call/Pledge of Allegiance	<ul style="list-style-type: none"> <li>No discussion.</li> </ul>	Meeting called to order by A. Hale at 2:05 p.m.
2. Approve minutes from February 28 and March 14, 2019 meetings	<ul style="list-style-type: none"> <li>A. Kniss moved to approve minutes from the February 28 and March 14, 2019 meetings. A. Griffin seconded.</li> <li>No discussion.</li> </ul>	Minutes from February 28 and March 14, 2019 meetings were approved unanimously.
3. Public Comment	<ul style="list-style-type: none"> <li>None.</li> </ul>	No action.
4. Staff updates	<ul style="list-style-type: none"> <li>Seven out of nine commission members have responded with availability for upcoming outreach events. The District Plan Commission will not have a table at the Sustainable Lifestyle Expo and will plan to have a table at Brighton Summerfest on June 1, 2019.</li> <li>The District Plan Commission was invited to the Brighton State of the City event on May 16, 2019, 7:30-9 a.m. at The Armory.</li> <li>The Q4 Monitoring Report March Update was included in the agenda packet, with some minor edits to the format to reduce repetitive content.</li> <li>A. Griffin noted that there were some references missing for some of the abbreviations in the Monitoring Report update.</li> </ul>	No action.
5. (A) District Plan Area final brand and logo presentation by Domoto Brands	<ul style="list-style-type: none"> <li>D. Domoto and M. Gilmore of Domoto Brands presented final design options for the District Plan area in a <a href="#">PowerPoint presentation</a>.</li> <li>The District Plan Commission identified which options they thought worked best for the area. They then went through a process of voting on which changes to make in order to determine the final logo design.</li> <li>Voted on outer border of design: hard corners, slightly round corners, or very round corners. 5 voted for very round, 1 for slightly round, 1 for hard corners.</li> </ul>	

<p>5. Cont. (A) District Plan Area final brand and logo presentation by Domoto Brands</p>	<ul style="list-style-type: none"> <li>• Voted on color scheme: pumpkin (original color from last presentation), or wheat (new color option). 6 voted for pumpkin, 0 voted for wheat.</li> <li>• Voted on the background of the word splendid: white or pumpkin. 6 votes for pumpkin, 1 vote for white.</li> <li>• Voted on the shape of the crops: wavy or straight lines. 7 votes for wavy, 0 votes for straight.</li> <li>• Voted on the border for splendid and kerning: thick border and kerning, or no kerning and thin border (like original). 7 votes for thick border and kerning.</li> <li>• Voted on the sun design (zigzag) or a straight line across the top of the image. 6 votes for zigzag and 1 vote for a straight line.</li> <li>• Voted on whether or not to make the arch slightly straighter. 7 votes to make it straighter.</li> </ul>	
<p>6. Announcements, Suggestions &amp; Comments</p>	<ul style="list-style-type: none"> <li>• A. Kniss stated that the Domoto did a great job with the brand and logo development. C. Dowling and A. Griffin agreed.</li> <li>• A. Griffin noted that the Lulu’s Brew &amp; Que will be held on April 26<sup>th</sup> and 27<sup>th</sup>. She also noted that she will be announcing some exciting work with CSU Extension around food preservation.</li> </ul>	
<p>7. Adjournment</p>		<p>Meeting adjourned at 3:50 p.m.</p>

Recorded by: A. Berube

DRAFT

## **Presentation from Discover Brighton, Brighton Chamber of Commerce**

**Yvette Martinez and Tim Ferrell**

**Thursday, April 25, 2019**

### *Visitor Readiness Ad Hoc Committee*

(Tim Ferrell, Anneli Berube, Aja Tibbs, Deva Montgomery, Michelle Seubert, Mike King, Clint Blackhurst, Kim Bauer, Yvette Martinez)

### **The Project**

Discover Brighton (and the Greater Brighton Chamber of Commerce) and members of the Discover Brighton Advisory Committee identified a need to determine the Brighton community tourism/visitor readiness. The Colorado Tourism Office developed and published a [Visitor Readiness Toolkit](#) that communities can use to explore which of their strengths and opportunities are related to tourism. A committee was formed to explore this toolkit for the Brighton-area tourism, and the following are some of the findings from this ad hoc group.

### **We talked about our community's strengths:**

- Rich history, especially regarding our agricultural roots; tells the story of Brighton
- We are a friendly community – most folks/merchants ready to help visitors find their way
- Great variety of locally owned businesses
- Prairie Center keeps growing, offering a nice mix of retail shops/restaurants
- Close to Denver/DIA
- Our Farms!
- Mostly affordable housing, relative to other suburban regions in Metro Denver
- Large school district that is continually improving, including option schools (charters)

### **We listed Brighton's attractions:**

- Bromley Historic Farm
- Berry Patch Farm
- Sunflower Ranch
- Lulu's Farm
- Armory Performing Arts Center
- Historic Downtown Brighton
- Barr Lake State Park/Bird Conservancy of the Rockies
- Pavilions
- Prairie Center
- Oasis Water Park
- Platte River Trail
- Adams County Regional Park (including museum/old schoolhouse)

### **We talked about some of our challenges:**

- Parking downtown – is there enough/easily accessible
- Improve public transportation – a visitor shuttle would be great

- Is our infrastructure prepared for growth/increase in visitor numbers?
- Is our community safe as we attract visitors?
- Need a true visitor's center featuring all Brighton offers to visitors/staffing/volunteers
- Need better signage on I-76, Hwy 85 and other prominent roadways
- Need an app (Apple & Android compatible)!
- Continual improvement of Discover Brighton side of Chamber website
- Lots of work to do with social media (currently feature Brighton on FB; Instagram needs improvement)
- Always need more \$\$ to do all what we want to accomplish!
- Are we adequately prepared to serve visitors with a variety of abilities/disabilities?

### **Next Steps**

The next step identified for this initiative is to apply for the Colorado Tourism Office's CRAFT Mentor Program, which "provides up to 50 free hours of mentoring for organizations and businesses wishing to advance a specific tourism-related goal or strategy". This goal will be incorporated in the Discover Brighton marketing and strategic plan. Discover Brighton will also study other programs and opportunities offered by the CTO for new and developing visitor centers.

The Greater Brighton Chamber of Commerce and Discover Brighton will continue to serve as the Visitors Center for the City of Brighton. In addition, we provide information and resources for current City residents and those looking to relocate.

# DISTRICT PLAN

**To:** District Plan Commission  
**From:** Anneli Berube, Ag Innovation Specialist  
**Date:** April 25, 2019  
**Re:** Proposed updates to 2018-2019 District Plan Work Plan

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## **Background**

Staff presented the District Plan Work Plan to the District Plan Commission on March 22, 2018. This plan was adapted from Chapter 4: Action Plan in the District Plan (pgs. 71-78). It is the intent of District Plan staff to update the Work Plan on an annual basis to incorporate any changes due to stakeholder engagement, leadership, funding, or other variables.

## **Summary of Changes**

A number of changes to the Work Plan are proposed for 2019 in response to the extension of the Ag Innovation Specialist position, insights from stakeholders, and the status of tactics currently being worked on. The attached document details all of the changes made and why. Below is a synopsis of the types of changes made and to which tactic(s).

- Changed from “ongoing” to another category (#2,6)
- Changed from another category to “ongoing” (#20)
- Stakeholders added (#13,14,22)
- Extended timelines into 2020-2021 (#9,10,12,15,16,17,18,22)
- Changed timelines for certain activities (#11,12,13,14,6,15,16,17,18,23)
- Indicated completion (#11)
- Indicated thoughts on defining completion in “Explanation of Changes” document (#12,14,15,16,17,18,2)
- Added longer term tactics (#29,30,31,32,33,34,35)
- Adjusted current need rating (#21)
- Pushed back launch of tactic to 2020-2021 (#19,22,24,25,26,27)
- Formatting changes: added columns for “2020”, “2021”, and “2022+”; added column entitled “Completed Tactic?” to list which tactics are complete

## **Attachments**

- Explanation of Changes to District Plan Work Plan for April 25, 2019 District Plan Commission meeting
- District Plan Work Plan, Version 2

# DISTRICT PLAN

## Explanation of Changes to District Plan Work Plan

For April 25, 2019 District Plan Commission Meeting

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### Category: ONGOING

#### #7 no change

- At this point it should remain ongoing since we will need to take advantage of opportunities as properties are preserved, and the language says to “contemplate the release”. This should become a higher priority with a deadline once more properties are preserved.

#### #20 updated

- Moved from Marketing, Agritourism, & Business Development to Ongoing category since it is listed as Ongoing in District Plan Action Plan.

### Category: CODES & STANDARDS

#### #9 updated

- Extended timeline into 2020 to reflect a possible timeline for County updates, though this is not confirmed.

#### #10 updated

- Extended timeline into 2020 and 2021 to reflect a possible project timeline, though this is dependent on a number of external factors.

### Category: LAND PRESERVATION

#### #11 updated

- Extended timeline to May 2018, since that's when it was completed.
- Grayed out the row to indicate completion.

#### #12 updated

- Extended timeline into 2020 to reflect the possibility of future activities to implement incentives for conservation easements based on feedback and feasibility.
- After feedback is gathered and the possibility to offer incentives of any kind is explored and, if applicable, implemented, then the tactic can be considered complete.

#### #29 added

### Category: FARM TO SCHOOL

#### #13 updated

- Extended timeline to end of 2019 since farm to school tactics have not been prioritized over the last six months.
- Added “Brighton Shares the Harvest” as a stakeholder

#### #14 updated

- Extended timeline to end of 2019 since farm to school tactics have not been prioritized over the last six months.
- Added “Brighton Shares the Harvest” as a stakeholder
- Ultimately the plan should be to set a goal for the number of gardens the schools want (could align with Adams County Sustainability goals), create the partnerships necessary to achieve this, and act as a resource for implementation. Once the school gardens have been installed, could consider the tactic complete.

#### #30, #31 added

# DISTRICT PLAN

## Category: MARKETING, AGRITOURISM, & BUSINESS DEVELOPMENT

### **#6 updated**

- Moved from Ongoing category, since this tactic can be completed with the development of the plan.
- Changed timeline to short term (1-2 yrs).

### **#15 updated**

- Extended timeline into 2020 since activities have been explored and will take longer to complete.

### **#16 updated**

- Extended timeline into 2020 since the activities to complete this tactic have been fleshed out more and will take longer to complete, which will happen after marketing strategies have been implemented.

### **#17 updated**

- Extended timeline into 2020 since the activities to complete this tactic have been fleshed out more and will take longer to complete, which will happen once events have been assessed and any necessary changes/additions have been made.

### **#18 updated**

- Extended timeline into 2020 since the activities to complete this tactic have been fleshed out more and will take longer to complete, which will happen once a wayfinding program has been developed and an entity (not City or County) has assumed management of program—ideally by end of 2020.

### **#19 updated**

- Moved timing from Jul-Dec 2018 to 2020, recognizing that this will take a considerable amount of resources to do successfully, and it should be tackled once there is more land preserved.

### **#32 added**

## Category: LOCAL FOOD SYSTEM DEVELOPMENT

### **#2 updated**

- Moved from Ongoing category, since this tactic can be completed after a workshop in 2020
- Changed timeline to short term (1-2 yrs).

### **#21 updated**

- Moved this tactic based on the concentration of other higher priority projects; moved current need to low.

### **#22 updated**

- Pushed back to 2020 based on concentration of other projects, first step is to identify if there is an unmet need.
- Added local producers to list of stakeholders.

### **#23 updated**

- Moved this based on concentration of other projects, should be tackled before #22.

### **#33 added**

## Category: LAND MANAGEMENT

**#24, #25, #26, #27** moved to 2020 and 2021

**#34, #35** added

### Formatting changes:

- added columns for 2020, 2021, and 2022+
- added column “Completed Tactic?” to list when tactics are complete



# Q1 2019 Monitoring Report

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TO: District Plan Commission

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

DATE: April 25, 2019

SUBJECT: Q1 2019 District Plan Monitoring Report

ATTACHMENTS: Table 1. Deliverables completed in Q1, Table 2. Deliverables for Commission Review Q2, Table 3. Tactics Underway, Table 4. Tactics Ongoing

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*The following report documents activities and deliverables completed in the first quarter of 2019 (Q1), and a preview of activities and deliverables that will be completed in the second quarter of 2019 (Q2). 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. Deliverables completed in Q1:** This table represents the two (2) deliverables that were completed and published in Q1:

- [Conservation Easements Toolkit](#)
- District Plan area brand and logo options for March District Plan Commission meeting

These documents can typically be found at [adcogov.org/district-plan-resources-page](http://adcogov.org/district-plan-resources-page).

**Table 2. Deliverables for Commission Review in Q2:** This table represents the deliverables that will require the Commission's feedback in Q2. The two (2) deliverables that will be completed this quarter are:

- Staff Report and Scope of Work for Transfer of Development Rights (TDR) exploration
- Final Brand & Logo for District Plan Area

**Table 3. Tactics Underway:** This table provides updates on the thirteen (13) tactics that will be worked on in Q2, summarized below:

- **Tactic #9: Zoning overlay or design guidelines** – in Q1, the City of Brighton site design articles 6-8 were reviewed, and Adams County updated its standards for agricultural uses and to allow the keeping of chickens and bees in residential zones; in Q2, staff will continue to review Brighton's land use code update
- **Tactic #10: TDR and/or Cluster Standards** – in Q1, a staff report and scope of work were drafted to explore hiring a Transfer of Development Rights (TDR) consultant; in Q2, the staff report and scope of work will be completed
- **Tactic #12: Exploring incentives for conservation easements** – in Q1, the Conservation Easement Toolkit was finalized and shared with The Conservation Fund (TCF) and City planning staff; in Q2, the toolkit will be shared with County planning staff, farmers, and landowners
- **Tactic #13: School nutrition programming** – in Q2, the 27J Health & Wellness Advisory Committee will be engaged at the appropriate time to encourage the adoption of additional nutrition program(s)
- **Tactic #14: On-site school gardens** – see update for #13

# Q1 2019 Monitoring Report

- **Tactic #6: Public relations** – in Q1, the City of Brighton issued a proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14) and letters to local farmers from Brighton Shares the Harvest and the District Plan Commission, along with a copy of the proclamation; in Q2, the District Plan website will be transferred to the City of Brighton, a public relations plan will be developed utilizing the new brand and logo, and public outreach will be ramped up after completion of the District Plan Branding & Wayfinding Project (#15)
- **Tactic #15: Marketing campaign** – in Q1, stakeholder outreach, background research, surveys, and focus groups were conducted by the branding consultant, name and logo options were presented to the District Plan Commission, a final design was chosen at the 3/28/19 meeting, and the final design was presented to the Brighton City Council (4/9/19) and Brighton Lodging Tax Advisory Committee (4/11/19); in Q2, the final design will be presented to the Adams County Board of Commissioners (4/23/19) and stakeholders will be engaged to help develop a marketing campaign plan for the renamed “District Plan Area”
- **Tactic #16: Marketing capacity** – see #15 for work completed in Q1; in Q2, as part of developing a marketing campaign (#15), possibilities will be explored for utilizing the new brand and logo to help market locally-grown products
- **Tactic #18: Wayfinding signage** – see #15 for work completed in Q1; in Q2, a wayfinding signage plan will be finalized and coordinated with the County and City Public Works departments
- **Tactic #2: Local foods workshop** – in Q1, staff attended a meeting organized by Tri-County Health (TCH) regarding a regional food systems convening; in Q2, staff will attend The Peoples Gathering (5/25/19) and gather results and best practices from that event to begin planning a Brighton-specific event
- **Tactic #21: Senior Meal Programs** – in Q1, staff attended a meeting with Eagle View Adult Center, Brighton Shares the Harvest (BSTH), and Meals on Wheels to discuss a fresh produce pilot program; in Q2, the results of the pilot project will be assessed in order to determine next steps
- **Tactic #23: Encouraging farm markets to accept Supplemental Nutrition Assistance Program (SNAP)** – in Q2, Brighton Shares the Harvest (BSTH) and Tri-County Health (TCH) will be engaged to identify resources and an approach to implementation
- **Tactic #28: Seek grant funds** – in Q2, grants to fund projects will be researched and identified

**Table 4. Tactics Ongoing:** This table provides updates on activities for Ongoing tactics. There is one (1) tactic with an update for Q1, summarized here:

- **Tactic #1: Acquisitions** – in Q1, Adams County closed on the Murata Brothers Farm Property (2/27/19), preserving about 37 acres of farmland; in Q2, opportunities for preservation will be reviewed as necessary

## Abbreviations:

ACED = Adams County Economic Development

AdCo = Adams County

BEDC = Brighton Economic Development Corporation

Brighton Chamber = Greater Brighton Chamber of Commerce

Bromley LFC = Bromley Local Foods Campus

BSTH = Brighton Shares the Harvest

Comms = Communications Department

LRP = Long Range Planning

P&OS = Parks & Open Space

P&R = Parks & Recreation

REAP = I-70 Regional Economic Advancement Partnership

SNAP = Supplemental Nutrition Assistance Program

TCF = The Conservation Fund

TCH = Tri-County Health Department

TDR = Transfer of Development Rights

# Q1 2019 Monitoring Report

**Table 1. Deliverables completed in Q1**

#	Tactic Summary	Deliverable	Tactic Complete? If not, next steps?
12	Create incentives for landowners to implement <b>conservation easements</b>	Conservation Easements Toolkit	Not yet. The next step is to disseminate the toolkit, gather feedback, and explore the possibility of incentives.
15	Create <b>marketing campaign</b> for District Plan area	District Plan area brand and logo options for March District Plan Commission meeting	Not yet. The next step is to develop a marketing campaign using the new brand and logo. This deliverable also advances tactics #6,16,18.

**Table 2. Deliverables for Commission Review in Q2**

#	Tactic Summary	Who is Involved	Timeline	Deliverable
10	Evaluate the County and City's <b>Land Development codes</b> to further explore TDR and/or improve Cluster Standards	<b>Lead: Adams County Long Range Planning (LRP) &amp; City of Brighton LRP (Aja) w/ Anneli's support</b>  Stakeholders: TDR Consultant	Apr 2018-Jun 2019	- Staff Report and Scope of Work for TDR exploration
15	Create <b>marketing campaign</b> for District Plan area	<b>Lead:</b> Anneli, Adams County & Brighton Comms <b>Stakeholders:</b> BEDC, BCoC, ACED, REAP	Apr 2018-Sep 2019	- Final Brand & Logo for "District Plan Area"

**Table 3. Tactics Underway**

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
9	Develop City and County <b>zoning overlay or design guidelines</b> to address performance criteria; apply overlay to properties that could potentially apply for annexation	<b>Lead:</b> City of Brighton LRP (Aja) w/ Anneli & County staff support <b>Stakeholders:</b> City Planning Commission	Jan 2018- Dec 2019, 2020	- comments for City of Brighton site design articles 6-8 - Adams County updated standards for agricultural uses and to allow keeping of chickens and bees in residential zones	- continue to review drafts of new City land use code
10	Evaluate the County and City's <b>Land Development codes</b> to further explore TDR and/or improve Cluster Standards	<b>Lead:</b> Adams County LRP and City of Brighton LRP (Aja) w/ Anneli's support <b>Stakeholders:</b> TDR Consultant	Apr 2018- Dec 2019, 2020- 2021	- first draft of staff report and scope of work	- complete staff report and scope of work for consultant services

# Q1 2019 Monitoring Report

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
12	Create incentives for landowners to implement <b>conservation easements</b>	<b>Lead:</b> Adams County P&OS (Shannon), Brighton P&R (Travis) w/ Anneli's support <b>Stakeholders:</b> TCF, land trusts, farm and ranch lands protection program, Open Space mentor program with another county	Mar 2018- Dec 2019, 2020	- Conservation Easement Toolkit finalized - shared toolkit with City planning staff	- disseminate toolkit to City and County planning departments, TCF, farmers, landowners
13	Increase <b>school nutrition programming</b> within existing school system	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> Adams 12 & 27J Nutrition Coordinators, TCH, Denver Urban Gardens, Slow Food Denver, Colorado Farm To School, BSTH	Jan 2018- Dec 2019	- toured Greeley School District with Adams 12 and 27J staff - met with 27J nutrition staff to discuss toolkit, farm-to-school implementation strategies - created Farm to School toolkit, incorporating feedback from DPC, TCHD, nonprofits, 27J, Adams 12	- engage 27J Health & Wellness Advisory Committee at appropriate time to encourage adoption of additional nutrition program(s)
14	Implement <b>on site school gardens</b> within 27J School District	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> 27J Nutrition Coordinator, non-profits specializing in garden setup, TCHD, DUG, Slow Food Denver, CO FTS, Big Green, Bromley LFC, BSTH	Jan 2018- Dec 2019	(see update for #13)	(see update for #13)
6	Create a <b>public relations plan</b> to promote the efforts of the District Plan	<b>Lead:</b> Anneli, Adams County & Brighton Comms	Jan 2018- Dec 2019	- City of Brighton proclamation on 3/5/19 for National Ag Day, followed by two Facebook posts (3/5 and 3/14); staff mailed letters to local farmers from BSTH and District Plan Commission, along with a copy of the proclamation	- transfer District Plan website to City of Brighton - develop public relations plan to execute using new brand and logo - continue public outreach about District Plan, ramp up after completion of District Plan Branding & Wayfinding Project (see #15)
15	Create <b>marketing campaign</b> for District Plan area	<b>Lead:</b> Anneli, Adams County & Brighton Comms <b>Stakeholders:</b> BEDC, Brighton Chamber, ACED, REAP	Apr 2018- Dec 2019, 2020	- consultant conducted stakeholder outreach, background research, surveys, and focus groups - presented name and logo options to District Plan Commission, final design chosen at 3/28/19 meeting - presented final design to Brighton City Council and Brighton Lodging Tax Advisory Committee	- present final design to Adams County Board of Commissioners (4/23/19) - work with stakeholders to develop and execute marketing campaign plan for the "District Plan Area"

# Q1 2019 Monitoring Report

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
16	Expand <b>marketing capacity</b> for locally- and regionally-grown products	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> BEDC, BCoC, ACED, local producers, REAP	Apr 2018- Dec 2019, 2020	(see update for #15)	- as part of developing a marketing campaign (#15), explore possibilities for utilizing new brand and logo to help market locally-grown products
18	Once agritourism direction established, focus on <b>highway and street signage</b>	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> Colorado Office of Tourism, Colorado Department of Transportation, Brighton Chamber, ACED, Colorado Agritourism Association	Apr 2018- Dec 2019, 2020	- identified need to rename and brand District Plan area for agritourism purposes (see #15) - developed preliminary plan for wayfinding signs, including map and possible designs	- (see #15 for branding project) - finalize plan for wayfinding signs, including map and design options - coordinate with County and City Public Works departments
2	Facilitate a <b>local foods workshop</b> with food system stakeholders	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> AdCo Human Services, 27J District, Adams 12 District, TCH, CSU Extension, LiveWell Colorado, Hunger Free Colorado, Bromley LFC, local producers	Jan 2018- Dec 2019, 2020	- attended meeting organized by TCH regarding a regional food systems convening	- attend The People's Gathering (5/25/19) - gather results and best practices from that event to begin planning a Brighton-specific event
21	Create incentives to incorporate more local food within existing <b>meal programs for seniors</b>	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> Eagle View Adult Center, TCH, AdCo Human Services, Meals on Wheels, BSTH	Sep 2018- Nov 2019	- attended meeting with Eagle View Adult Center, BSTH, and Meals on Wheels to discuss fresh produce pilot program	- assess results of pilot project, determine next steps
23	Engage local entities to develop program focused on <b>encouraging farm markets to accept SNAP</b> and possible additional WIC benefits	<b>Lead:</b> Anneli w/ City & County staff support <b>Stakeholders:</b> TCH, AdCo Human Services, BSTH, LiveWell Colorado, Hunger Free Colorado, farm markets	May- Dec 2019	- no update	- engage BSTH and TCH to identify resources and approach
28	Seek <b>grant funds</b> for Ag Innovation Specialist after first two years	<b>Lead:</b> Anneli w/ City & County staff support	Jan 2018- May 2019	- researched potential grant funds for Ag Innovation Specialist position	- continue to identify grants to fund projects

**Table 4. Tactics Ongoing**

#	Tactic Summary	Who is Involved	Timeline	What's been done	What's next
1	Seek funding to <b>preserve agricultural lands</b> within the District Plan area	<b>Lead:</b> Brighton P&R (Gary) with City & County staff support <b>Stakeholders:</b> TCF, Bird Conservancy of the Rockies?, Butterfly Pavilion?	ONGOING	- Adams County closed on Murata Brothers Farm Property on 2/27/19, preserving about 37 acres of farmland	- continue to identify opportunities for preservation