

**AGENDA
OURAY CITY COUNCIL**

Monday, June 3, 2024 - 6:00 PM

**Ouray Community Center
320 6th Ave
Ouray, CO 81427**

VIRTUAL OPTION - <https://zoom.us/j/9349389230>

Meeting ID: 934 938 9230 Passcode: 491878 Or dial: 408 638 0968 or 669 900 6833

Ouray City Council Regular Meeting

- Changes to this agenda can be found on the bulletin board at City Hall
- Electronic copies of the Council Packet are available on the City website at www.cityofouray.com. A hard copy of the Packet is also available at the Administrative Office for interested citizens.
- Notice is hereby given that a majority or quorum of the Planning Commission, Ouray Economic Development Committee, Beautification Committee, Tourism Advisory Committee, Main Streets Committee, and/or Parks and Recreation Committee may be present at the above noticed City Council meeting to discuss any or all of the matters on the agenda below for Council consideration

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF MINUTES - May 20, 2024 Meeting
5. CITIZENS' COMMUNICATION
6. CITY COUNCIL REPORTS/INFORMATION - Tamara Gulde, Peggy Lindsey, Michael Underwood, Josh Smith, and Ethan Funk
7. DEPARTMENT REPORTS
 - a. City Administrator
 - b. Acting Police Chief
 - c. Fire Chief
 - d. Public Works Director
 - e. Parks and Recreation Director
 - f. Tourism and Destination Marketing Director
8. CONSENT AGENDA
 - a. Liquor License Renewal - Friends of the Wright Opera House
 - b. Liquor License Renewal - Imogene FB LLC dba Imogene FB
9. ACTION ITEMS
 - a. Participation Agreement with West Region Wildfire Council for Fire Mitigation Project Section 106 Compliance
 - b. Ratification of City Administrator's Signature on a PSA with Municipal Police Consultant, LLC, for Ouray Police Department Management Study
 - c. Adoption of Logo and Brand Guidelines
 - d. Adoption of Wayfinding Signage Location Plan and Message Schedule
10. DISCUSSION ITEMS
 - a. Hot Springs Pool and Rotary Park Wooden Signs
 - b. Future Agenda Items
11. ADJOURNMENT



Ouray City Council Regular Meeting

Monday, May 20, 2024 6:00 PM
Ouray Community Center, 320 6th Ave, Ouray, CO 81427

Ethan Funk: Present
Tamara Gulde: Present
Peggy Lindsey: Present
Josh Smith: Present
Michael Underwood: Present

Also present were: City Administrator Silas Clarke, Finance and Administration Director Melissa Drake, Public Works Director Joe Coleman, Acting Police Chief Gary Ray, Community Development Director Kristen Clothier, IT Director Rich Willis (via Zoom) and City Attorney Carol Viner (via Zoom).

1. CALL TO ORDER

Mayor Funk called the meeting to order at 6:00 pm.

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

4. PUBLIC HEARING - Ordinance 3, Series 2024 - Adding Parking Restrictions for Snow Removal on Side Streets

Mayor Funk opened the floor for the public hearing. Since there were no comments, Mayor Funk closed the public hearing.

5. CEREMONIAL/INFORMATIONAL

- a. Proclamation 2, Series 2024 - Ouray County Pride Month - June

Mayor Funk read the Proclamation.

- b. Proclamation 3, Series 2024 - Mountain Rescue Day - June 15, 2024

Mayor Funk read the Proclamation. Jenny Hart thanked the council for reading the proclamation.

- c. Ouray Ice Park End of Season Report

Peter O'Neil said his staff will be making a sign for the competition tower that is in line with the Resolution passed by council allowing the tower to stay up through the summer with safety signage. Mr. O'Neil gave an overview of the season report. Jenny Hart, an OIPI board member, spoke about the improved relationship between the City Council and the Ice Park board over the past few years.

6. APPROVAL OF MINUTES - May 6, 2024 Meeting

Motion to approve the minutes as presented. This motion, made by Michael Underwood and seconded by Tamara Gulde, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

7. CITIZENS' COMMUNICATION

Mayor Funk opened the floor for public comment. Ames Risch thanked the council for the Pride Proclamation and announced that the Pride celebration on June 15th will include a vaccine clinic from CDPHE. Claudia Rebne wanted to speak about the Land Use Code, specifically about R-2 zone allowing higher units per lot for short term rental than long term rental on the same lot. Kevin Schiffer said there has been a mother bear with two cubs on the east side of town and wanted people to be aware. Paul Smith asked if there had been a town hall public hearing to speak about Chief Wood, and suggested doing so since one had not happened. Mr. Smith also suggested the City is managing the situation as a friend, not as an employer. Mayor Funk closed the floor.

8. CITY COUNCIL REPORTS/INFORMATION - Tamara Gulde, Peggy Lindsey, Michael Underwood, Josh Smith, and Ethan Funk

Councilor Gulde - TAC is meeting tomorrow. The OIPI board reviewed the 10-year plan. Attended the FOHS meeting with Mr. Clarke, who informed the group about current standings and answered group questions. Attended OVFD Ball. Attended the round table meeting about service animals. Attended the Evacuation Plan open house, and felt that the plan needed more detail added. Attended the Division of the Year staff event at the pool.

Councilor Lindsey - The Beautification Committee wrapped all trees on the Riverwalk Trail. Weeding flower beds at the pool, Fellin Park and Rotary Park. The gardener has been hired. Mulch is being purchased this week, and flowers are being delivered in June. Next meeting is June 5th. There will be a Staff Appreciation Lunch on Thursday, May 23rd with gift certificate drawings.

Councilor Underwood - PARC met on May 7th. Organizing teams for softball, 4 teams so far. The new Parks Activity Coordinator has been a huge asset to the Parks and Recreation Department. The next meeting is June 10th. OEDC met on May 9th and discussed the leftover funding for the Micro-Grants. He felt that some of the applications in the first round were not very professional, but some of the same applicants submitted a second, better application this round. Reported about the service animal round table meeting.

Mayor Pro Tem Smith - Gunnison Valley Transportation group met on May 5th, mostly focused on bridge repair over Blue Mesa Reservoir. Announced upcoming Main Streets grants, and that federal money is available for trail projects over \$100,000. The Gunnison Valley Transportation group will meet with County Commissioners on June 5th.

Mayor Funk - attended Evacuation Plan meeting.

9. DEPARTMENT REPORTS

a. City Administrator

Mr. Clarke gave an overview of his report. Councilor Gulde asked what was happening to the skate park area. Mr. Clarke said he wanted to grade the area and leave it while he figured out what he wanted to do with the area long-term.

b. Director of Finance and Administration

Ms. Drake presented the financial reports.

c. Community Development Director

Ms. Clothier gave an overview of her report.

d. Information Technology Director

Mr. Willis gave an overview of his report.

e. Communications and Community Engagement Coordinator

Report in packet.

10. CONSENT AGENDA

Motion to approve the Consent Agenda. This motion, made by Peggy Lindsey and seconded by Tamara Gulde, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

a. FPPA Agreement - Firemen's Pension Fund

b. Sidewalk Liquor Service - Ouray Brewery

c. Sidewalk Liquor Service - Outlaw Restaurant

d. Liquor License Renewal - El Reno Inc. dba Mi Mexico Mexican Family Restaurant

e. Liquor License Renewal - TMC Lodge, LLC, dba Box Canon Lodge & Hot Springs

f. Liquor License Renewal - Outlaw Restaurant

11. ACTION ITEMS

a. Ordinance 3, Series 2024 - Adding Parking Restrictions for Snow Removal on Side Streets - Second Reading

Motion to approve the second reading of Ordinance 3, Series 2024. This motion, made by Tamara Gulde and seconded by Michael Underwood, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

b. Ordinance 4, Series 2024 - Emergency Ordinance Reducing the Charge for Recycling

Motion to approve Emergency Ordinance 4, Series 2024. This motion, made by Josh Smith and seconded by Peggy Lindsey, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

c. Resolution 8, Series 2024 - Canceling the June 18, 2024, City Council Regular Meeting

Council realized the agenda listed the wrong day for the meeting, even though the Resolution listed the right day. Staff will put it in the next agenda with the correct date.

Motion to approve resolution 8, Series 2024. This motion, made by Michael Underwood and seconded by Peggy Lindsey, Withdrawn.

d. Resolution 9, Series 2024 - Authorizing the City Administrator to Execute an Addendum to the Water Plant Construction Oversight Agreement with Element Engineering, LLC, Extending its Term

Motion to approve Resolution 9, Series 2024, with a correction in the 3rd whereas, changing the date to September 30, 2024. This motion, made by Peggy Lindsey and seconded by Tamara Gulde, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

e. MOU Between Ouray Police Department and Ouray School District

Motion to approve the MOU between the Ouray Police Department and the Ouray School District. This motion, made by Josh Smith and seconded by Michael Underwood, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

f. Lease Agreement for Radio Equipment on Red Mountain #3

Mayor Funk asked if condition 12 meant the propane tank onsite was in violation of the agreement. Ms. Viner said that statement had been on the lease from CDOT, so it isn't new to the lease of this property.

Motion to approve the Lease Agreement for Radio Equipment on Red Mountain #3. This motion, made by Michael Underwood and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

g. Special Noise Permit Application - Beaumont Hotel and Spa June 9, 2024

Councilor Underwood felt that if the council provided an exception to one request, they'd have to approve all requests. Mayor Pro Tem Smith asked if the adjacent property owners were notified that the topic was on the agenda for tonight, suggesting that be a requirement in the future. Mayor Funk noted that the noise ordinance does not mean they have to turn off the music at 8 pm, only turn it down to keep it in line with nighttime noise allowances.

Motion to deny the Special Noise Permit Application for June 9th. This motion, made by Michael Underwood and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

h. Special Noise Permit Application - Beaumont Hotel and Spa July 24, 2024

Motion to deny Special Noise Permit Application for July 24th. This motion, made by Peggy Lindsey and seconded by Michael Underwood, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

i. PSA with Element Engineering, LLC, for Geothermal Pipeline Engineering

Motion to approve the PSA with Element Engineering. This motion, made by Tamara Gulde and seconded by Michael Underwood, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

j. PSA with PST Engineering, LLC, for Parking Study

Councilor Lindsey made a motion to approve the PSA with PST Engineering for Parking Study.

Amended motion to approve PSA with PST Engineering for Parking Study, changing the date to May 20th, 2024. This motion, made by Peggy Lindsey and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

k. PSA with PST Engineering, LLC, for Fellin Park/Hot Springs Pool Parking Lot Storm Drainage Design

Motion to approve the PSA with PST Engineering for Fellin Park/Hot Springs Pool Parking Lot Storm Drainage Design. This motion, made by Michael Underwood and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

12. DISCUSSION ITEM - Future Agenda Items

Kevin Schiffer asked to have the Friends of the Via Ferrata contract on the list. Council confirmed that it is already on their radar.

13. ADJOURNMENT

Motion to adjourn at 8:10 pm. This motion, made by Peggy Lindsey and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, Michael Underwood: Yea

Ethan Funk, Mayor

ATTEST:

Melissa M. Drake, City Clerk

CERTIFICATION

I, Melissa M. Drake, do hereby certify that I am the City Clerk of the City of Ouray, Ouray County, State of Colorado, and that the above minutes are a true and correct summary of the meeting of the Ouray City Council held on Monday, May 20, 2024. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this Monday, May 20, 2024.

Melissa M. Drake, City Clerk

P.O. Box 468
320 Sixth Avenue
Ouray, Colorado 81427



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www.cityofouray.com

City Administrator
Report for June 3, 2024
City Council May 20 to 31, 2024

Southwest Colorado Geothermal Summit:

I am attending the Geothermal Technical Workshop during the day on June 4, 2024 at the Montrose County Fairgrounds.

There is a public session on June 4, 2024 from 6:00 to 8:00 pm at the Montrose County Fairgrounds.

Box Canon Trail Connection to North Corridor Trail:

I have received the project scope and budget from DHM for this project. The agreement will be on the next Council agenda.

CDOT Main Streets Project Community Meeting:

The initial improvement concepts by PST Engineering for the Perimeter Trail crossing at the Visitors Center, the Horseshoe to Co. Rd. 361, and the bump-outs on Main Street on 6th and 7th Avenues will be released during a community meeting on Wednesday, June 5th at 5:30 to 7:00 pm. The meeting will take place in the Ouray Community Center and everyone are welcome.

Parks and Recreation Director:

I have offered on site interviews to three candidates for the Parks & Recreation Director position through the assistance of KRW. The candidates will arrive on Wednesday, June 12. On Thursday, June 13 we will conduct a tour of our parks, meeting with Parks staff and a community reception in the early evening for all to attend. Two interview panels will then be conducted on Friday, June 14. One panel will be with myself and City Staff, and the other will be a community member panel.

Geothermal Alternative Heat Source (OX2 to OX6):

We are still waiting for the settlement addendum draft with the Wiesbaden, Twin Peaks and Box Canon Hotels.

I also heard back from Dustin Sullivan of ME&E and Lauren Davis of RA+A and it is currently believed the area where the skate park was located may be the best and most economical option for the heat exchanger system between OX2/OX6.

Crystal Reservoir:

The USFS provided an update on Crystal Reservoir on May 31, 2024. The reservoir has been fully drained and a geotechnical study will be completed this summer. A National Environmental Policy Act (NEPA) process will then be conducted in late 2025 to identify options for the dam. This process will include public input and community discussions through the USFS.

Baldy Mountain Project Firewood:

The City was contacted to determine our willingness to provide a drop-off location for firewood that the community can obtain for free during the Baldy Mountain fire mitigation project. I stated we would be willing to supply the north end of Rotary Park if the firewood is already cut into firewood length rounds that people can take with them. This was a very preliminary conversation and I will keep you posted on future developments.

Ouray Police Department City Council Report

MAY 2024

New Officer:

The Ouray Police Department is still seeking a full time Officer. The position is being advertised via social media websites and on the Colorado Police Officer Standards and Training (POST) website.

The Ouray Police Department participated in a multi-agency mock crash just prior to the prom. The event included the Ouray Police Department, Ouray County Sheriff's Office, Ridgway Marshal's Office, Ouray and Ridgway Fire Department, Ouray County Ambulance, Ouray County Coroner, Victim's Advocate, Flight for Life, Colorado State Patrol, Crippins Funeral Home and a Pastor from one of the local churches. The event started with the appropriate entities responding to a vehicle crash with several injuries and one fatality. All parties preformed their duties as they would on a real crash. The crash was caused by an intoxicated driver, who tried to flee the scene upon the arrival of law enforcement. The driver was put through Roadside maneuvers and then placed into custody. Their was one party that simulated being taking to the hospital via Flight for Life and several simulated being taken via ambulance. There was a funeral held for the deceased, to include their family, a sermon, a eulogy, pallbearers, casket and a Hearst. The event was to show the dangers and consequences of drinking and driving. The event went very well.

Training

Ouray Police Department completed training on how to complete a crash report using our new CarFax system, Victims' Rights Acts, Domestic Violence, Sex Assault and Child Abuse/Neglect.

Calls for Service and Self-initiated calls

		Month of May
Total calls responded to	439	
Directed Patrols	280	
Parking Problems	8	
Security Checks	11	
Agency Assists	6	
Traffic Stops	1	
Vehicle Accidents	1	
Welfare Checks	2	
Disturbance	2	
Assault	1	
Family Fights	0	

Ouray Police Department
Sergeant G. Ray
Acting Chief

Fire Department Report for May, 2024

05/30/24

4 Training opportunities held in April

Currently have no fire danger within the county.

Fire One course has completed.

9 people attended the 2 month course with 120 hours of training. Still yet to complete HAZMAT Ops course which will be held in Septemeber

Calls for April:

5/3	Smoke Showing	2 ffs	1hr
5/15	Smoke Showing	4 ffs	1 hr
5/16	MVA	5ffs	1hr
5/30	MVA	8ffs	1hr

Public Works May 2024 Update

Water

- Water Usage Numbers for April:
 - Influent (Water from spring) – 33,959,672 Gallons
 - Effluent (Water to town) – 19,081,416 Gallons
 - Ice Park – 987,845 Gallons
 - Mineral Farms – 321,000 Gallons
- Continued to monitor and sample chlorine residuals at the two entry points of the distribution system. The City has been in compliance and meeting all CDPHE requirements.
- Public Works completed multiple water taps this month for new construction, this includes the water tap to the new Wastewater Treatment Plant.
- Multiple water turn on requests for the summer season.
- Assisted Pool staff in shutting off water to repair an irrigation leak.
- Aslan Construction continues to work on the new Water Treatment Facility. Process piping and equipment continue to be delivered and installed. The original substantial completion date was scheduled for May 4th 2024. Due to procurement times of the water processing equipment specified for the project Aslan has requested a 44-day time extension to complete the project. This will push the substantial completion date to June 17th 2024 and final completion date of July 18th 2024. Painting of the interior and exterior of the new potable water tank has been completed. A final inspection is scheduled for May 30th 2024.

Sewer

- Aslan Construction continues to work on the new Wastewater Treatment Facility. Process piping and equipment continue to be installed throughout the new Wastewater Treatment Facility. The original substantial completion date was scheduled for May 11th 2024. Due to procurement times of the water processing equipment and specified electrical gear Aslan has requested a 111-day time extension to complete the project. This will push the substantial completion date to August 30th 2024 and final completion date of December 8th, 2024. The team continues to discuss start up and is working closely with the manufacturer representatives to make sure everything is being installed correctly.
- Public Works completed multiple sewer taps this month for new construction.
- Continued to clean head works two times daily.
- Continued to skim lagoons of debris as needed.
- Continued taking wastewater samples on a weekly basis.

Streets/Miscellaneous

- Continued grading roads and adding road base where needed in preparation for the annual Magnesium Chloride/ Lignin Sulfonate application. The City uses an 80/20 mix of Magnesium Chloride and Lignin Sulfonate for the application. Lignosulfonates are

derived from lignin, a naturally occurring polymer found in wood that acts like glue holding the cellulose fibers of pulp together. Lignosulfonates work by binding the road surface particles together. Water evaporates from the lignosulfonate as it dries, and the dust particles are trapped by the high-viscosity, naturally sticky material. Lignosulfonates are not harmful to plants, animals, or aquatic life when properly manufactured and applied. Mag Chloride application is scheduled for June 4th and 5th, weather permitting.

- Grade and spread gravel at Fellin Park around the new bathroom and in the picnic area.
- Graded alleys throughout town as needed.
- Hauled six loads of dirt from the Skate Park area and leveled out surface.
- Cleaned up area along Oak St across from the City shop.
- Parking stall striping was completed on Main St, 5th Ave and 7th Ave.
- Clean up multiple down trees and tree limbs around the City due to high winds.
- Pedestrian crossing signs were placed in the crosswalks on Highway 550.
- Installed head in parking only and single vehicle parking signs along Highway 550.
- Installed water tank in the truck used to water flowers.
- Set mining equipment and planters out on Main St sidewalks.
- Started painting curbs along Highway 550 yellow.

May 2024 Parks and Rec Report

Daily rounds , Trash, Bathrooms, Dog bags
Wiesbaden Geo reading weekly
Install new drinking fountain at BC
Install new toilet and drywall at BC
Remove window and prep for new door at BC
Replace some siding under window at BC
Restain ext of BC
Install new post at BC
Help install grates at BC
Remove plexiglass at BC
Install new urinal handle assembly at BC
Redo part of the sprinklers at BC
Finish off new bathroom at main park
Install water lines and install landscaping at main park
Seal concrete sidewalks at new bathrooms
Install new fence at main park
Install new gravel at picnic area with help from public works
Put back tables in the picnic area
Tear down old bathrooms at main park
Install new posts along the sidewalk at the fish pond and install new rope.
Reseal front door at City hall
Put flags up on Main St
Turn sprinklers on at City hall and women's park
Repair 2.5" water line at main park after a stake hit it.
Monthly State water samples Pool Discharge
Monthly State DMR reading
Repair mini split at City hall computer room
Put new tables upstairs and put together holding carts
Gardner did cleanup of beds around town and helped out beautification committee
Change water filter at City hall
Repair water line at the visitor center
Order up new door knob for visitor center

Visitor Center

- Staff switched to summer hours on May 1st
- Received OHV passes
- Updated Events page until August
- Loren had a meeting with the forest ambassador group about volunteers for Do Ouray Right tent
- Reached out to Logan Tyler to fix Basecamp Virtual Reality headset
- Received handmade Ouray mugs
- Linda went to a meeting and got parks/city updates to share with staff
- Staff went to The Smokehouse for our monthly “funtivity”
- Linda asked the Fire Department for more T-shirts
- Mary Gretz returned to work on May 14th
- Loren's schedule changed from Sunday-Thursday to Monday-Friday
- Mary Gretz's schedule changed from Tuesday and Thursday to Thursday and Saturday
- Ouray Destination learning lab project was completed
- Staff began taking Ouray Learning Lab
- The staff printed new Alpine Loop maps
- Staff finished preparing to service large quantities of guests
- Rearranged photos in Visitor Center
- Ordered door knob for womens restroom
- Sent Visitor Guides to Durango
- Loren began putting the Do Ouray Right tent out weekly
- Staff began organizing the garage to fit new maps
- Staff switched all literature in V.C. to summer information
- Staff laminated and put up Restaurant guide

Visit Ouray

Website:

- Updated the Hiking page with links to good hiking apps

Social Media:

- Scheduled posts for the month of June on social media
- Instagram Takeover: Ouray International Film Festival
- Social Media Resolution added to the City Website and to Facebook, TikTok, and Instagram
- Posts scheduled through mid July

Do Ouray Right:

- Submitted our summer goals to the Care for Colorado Coalition
- Went over the winter videos for approval

Newsletters:

- 4/15/24 - Survey Input
- 5/1/24

Tourism Advisory Committee:

- They will attend the Are We Summer Ready Expo
- They are working to revamp the language, application, rubric, and result form for the Tourism Lodging Occupation Tax

Business Assistance:

- Ouray Ice Park
- The Western Hotel
- Ouray International Film Festival

Meetings:

- 4.3.24 Team Meeting
- 4.5.24 Drew Loewen Creative
- 4.9.24 Crown Jewels Analysis
- 4.10.24 Main Street Committee
- 4.10.24 CTO International Committee
- 4.11.24 Ingrid Reporting
- 4.16.24 Tourism Advisory Committee
- 4.17.24 Colorado Tourism Office Destination Stewardship Plan
- 4.18.24 Care for Colorado
- 4.23.24 Allyant

Visit Ouray

Media:

- Men's Journal Award – Denver 7 News Segment – Things to do this winter (Events, Weddings, Pottery, Winter Special)
- Shared photos with publisher from Sunset
- Here's How and Why to Do the 'Dupe Travel' Thing in 2024 – Men's Journal
- Best Small Towns in Colorado – Wyan Dotte Daily
- Forbes Magazine – 9 Adventure-Filled Vacations To Take In The U.S.- Forbes has a UVM of 81M and this article has a media value of \$153K
- Durango Magazine photo request: Mouse's Chocolates, Box Canyon Lodge, Box Cañon Falls, and Ouray Hot Springs
- KKCO Interview about the Visit Ouray App has a readership of 6,286,466 and a media value of \$11.8K
- Denver Post – Mentioning our number one spot for Men's Journal
- Ouray Plaindealer – Interview about the Men's Journal Article
- Shared photos with Ballentine Magazine
- Shared photos with Colorado Magazine
- Shared photos with Handlebar Publications
- See full list in Media Mentions attachment
 - Didn't include any about the dinosaur tracks, but that story got a lot of media attention




Destination Learning Lab:

- Shared photos
- Reviewed and made edits for the Press Release
- Reviewed the newsletter language
- Sent in certificate materials
- Reviewed social media posts

Other:

- Winter Promotion December – March | St. Elmo – 7 – Would do it again | Ouray Main Street Inn – 7 | Ouray Inn 11 (3 were the same person) – Would do it again
- Submitted a proposal for a meeting RFP from Destination Colorado
- Submitted another proposal for a meeting RFP from Destination Colorado
- Took the DISC Assessment
- Worked on the winter itineraries with Amy Cassidy
- Reviewed brand guidelines
- Reviewed the Destination Blueprint Strategic Plan
- Reviewed the Destination Blueprint Championing the Value of Tourism Chart
- Transferred the Wayfinding project to Silas (bid document and construction left to approve)
- Worked on the Destination Logo marks



970.596.7837 
KRhoten@CityofOuray.com 
VisitOuray.com 

FROM: Kailey Rhoten
TO: Dolgio Nergui
DATE: December 6, 2023
RE: Tourism Grant Fund

Hello Dolgio,

I am delighted to inform you that your proposal for [Project/Initiative Name] has been selected for funding from the Tourism Budget for the 2024 year. Your innovative and impactful approach to promoting tourism aligns perfectly with our objectives, and we are excited to support your efforts.

After a thorough evaluation of numerous proposals, your project stood out as a shining example of excellence. We believe that your initiative will contribute significantly to the growth and enhancement of our local tourism sector.

The allocated funding for your project is [Amount], and it is intended to be used for [specific purposes as outlined in the proposal]. We trust that you will utilize these resources effectively to achieve the outlined goals and objectives within the specified timeline.

As part of the funding agreement, we kindly request that you submit a final report prior to the next application cycle.

We look forward to seeing the positive impact that your project will have on our community and the tourism industry as a whole. If you require any further information or assistance, please do not hesitate to contact myself.

Once again, congratulations on this well-deserved award. We are confident that your dedication and hard work will make a lasting contribution to the success of our tourism initiatives.

Thank you for your commitment to advancing tourism in our region.

Sincerely,
Kailey Rhoten

DR 8400 (02/16/24)
 COLORADO DEPARTMENT OF REVENUE
 Liquor Enforcement Division
 PO BOX 17087
 Denver CO 80217-0087
 (303) 205-2300

Submit to Local Licensing Authority

RECEIVED
 MAY 28 2024
 CITY OF OURAY

Fees Due	
Annual Renewal Application Fee	\$ 125
Renewal Fee	
Storage Permit \$100 X _____	\$
Sidewalk Service Area \$75.00	\$
Additional Optional Premise Hotel & Restaurant \$100 X _____	\$
Related Facility - Campus Liquor Complex \$160.00 per facility	\$
Amount Due/Paid	\$

Make check payable to: Colorado Department of Revenue. The State may convert your check to a one-time electronic banking transaction. Your bank account may be debited as early as the same day received by the State. If converted, your check will not be returned. If your check is rejected due to insufficient or uncollected funds, the Department may collect the payment amount directly from your banking account electronically.

Retail Liquor License Renewal Application

Please verify & update all information below. Return to city or county licensing authority by due date.

Note that the Division will not accept cash.

Paid by check
 Paid online

Uploaded to Movelt on Date

Licensee Name

Doing Business As Name (DBA)

Liquor License Number

License Type

Sales Tax License Number

Expiration Date

Due Date

Business Address

Street Address

Phone Number

City

State

ZIP Code

Mailing Address

Street Address

City

State

ZIP Code

Email

Submit to Local Licensing Authority

Fees Due	
Annual Renewal Application Fee	\$ 125
Renewal Fee	500.00
Storage Permit \$100 X _____	\$
Sidewalk Service Area \$75.00	\$
Additional Optional Premise Hotel & Restaurant \$100 X _____	\$
Related Facility - Campus Liquor Complex \$160.00 per facility	\$
Amount Due/Paid	575.00

Make check payable to: Colorado Department of Revenue. The State may convert your check to a one-time electronic banking transaction. Your bank account may be debited as early as the same day received by the State. If converted, your check will not be returned. If your check is rejected due to insufficient or uncollected funds, the Department may collect the payment amount directly from your banking account electronically.

Retail Liquor License Renewal Application

Please verify & update all information below. Return to city or county licensing authority by due date.

Note that the Division will not accept cash.

Paid by check

Uploaded to MoveIt on Date

Paid online

Licensee Name

Imogene FB LLC

Doing Business As Name (DBA)

Imogene FB

Liquor License Number

831

License Type

Tavern

Sales Tax License Number

94373322-0000

Expiration Date

6-8-24

Due Date

6-8-24

Business Address

Street Address

740 Main St.

Phone Number

970-325-8895

City

Ouray

State ZIP Code

CO 81427

Mailing Address

Street Address

P.O. Box 1116

City

Ouray

State ZIP Code

CO 81427

Email

FulltiltSaloonColorado@gmail.com

PARTICIPATION AGREEMENT
Between
WEST REGION WILDFIRE COUNCIL (WRWC)
And the
CITY OF OURAY

This **AGREEMENT** is entered into and executed on June 3, 2024, by The **CITY OF OURAY**, a Colorado home rule municipality (City), and **WEST REGION WILDFIRE COUNCIL**, a Colorado non-for-profit corporation (WRWC).

WHEREAS on August 18, 2023, WRWC entered a participation agreement with the U.S. Forest Service comprised of Agriculture (USDA), Forest Service, Grand Mesa, Uncompahgre, and Gunnison National and WRWC accepted certain grant money to conduct certain compliance and pre-treatment wildfire mitigation work at the area known as the Ouray Amphitheater, south of the City of Ouray, to reduce the risk of catastrophic wildfire.

WHEREAS the City of Ouray desires to participate in protecting the city against catastrophic wildfire and protect its important recreational resources within the area identified.

WHEREAS certain compliance work (Section 106 Compliance) must be completed to identify where the focus implementation of treatment should be, where operation constraints and barriers to implementation may be located, and to develop realistic wildfire treatment boundaries.

WHEREAS the City of Ouray agrees to manage the necessary Section 106 Compliance for the area known as Ouray Amphitheater, as depicted on **Attachment A** incorporated herein, for a sum not to exceed contract amount Ninety-Thousand Nine-Hundred and Nine Dollars (\$90,909.00) and reimbursable upon submission of adequate documentation and a 5% match by the City of Ouray towards the Section 106 Compliance work.

In consideration of the foregoing material recitals and of the mutual promises set forth herein, and intending to be legally bound, the parties hereto agree to the following specifics regarding the Section 106 Compliance work:

A. The West Region Wildfire Council agree to:

1. Assist the City of Ouray, Ouray County, and private landowners located within the Ouray Amphitheater area to understand and following the U.S. Forest Services procedures concerning this compliance work.
2. Provide a detailed scope of work document which contains the minimum compliance work necessary to complete Section 106 compliance.
3. Provide the City of Ouray with the necessary information to administer the money for the compliance work, including adequate communication and advice concerning

PARTICIPATION AGREEMENT
Between
WEST REGION WILDFIRE COUNCIL (WRWC)
And the
CITY OF OURAY

the request for proposal process, invoicing and payment schedule for contractors, and other information as needed.

4. Act as a liaison and facilitate communications, to the extent necessary, with the U.S. Forest Service and other local governments, partners, and other local community members, as they related to the Section 106 Compliance work.
5. Provide technical assistance to the City of Ouray and its contractors as requested and as resources are available, as it pertains to Section 106 Compliance work.
6. Reimburse the City for work completed and paid no more than fifteen (15) business days after the City's submittal of an invoice from a contract marked paid, evidence the invoice amount was paid, and a summary by contractor of the work performed, and to not unreasonable withhold the same.

B. The City of Ouray agrees to:

1. Develop and implement a process pursuant to the City of Ouray's procurement policy, to identify qualified contractors to conduct Section 106 Compliance work. While formal bidding is not required a fair, equal, and transparent process shall be developed and approved by the City and WRWC.
2. Choose a suitable contractor who will conduct the necessary compliance work within the not to exceed contract amount Ninety-Thousand Nine-Hundred and Nine Dollars (\$90,909.00) in accordance with the budget as depicted on **Attachment B** incorporated herein.
3. Establish an invoicing system with contractors through a contract for services approved by WRWC, where contractors are paid by the City and the City then submits for reimbursement from WRWC.
4. Pay the City of Ouray's cash match of no more than Four-Thousand Five-Hundred and Forty-Five Dollars and Forty-Five Cents (\$4,545.45) towards the Section 106 Compliance work with the cash match payment deducted from each reimbursement request submitted to WRWC, at rate of 5% of each invoice total until the \$4,545.45 contribution is reached.

C. Other Terms and Conditions

PARTICIPATION AGREEMENT
Between
WEST REGION WILDFIRE COUNCIL (WRWC)
And the
CITY OF OURAY

1. The term of this Agreement shall begin on June 3, 2024 and remain in place until the work is completed, the money identified within Attachment B is used up, August 1, 2028, amendment by the parties, or if the City of Ouray or WRWC terminates this agreement upon thirty (30) days written notice for any reason, whichever comes first.

2. Notwithstanding any other provisions of this Agreement, if funds anticipated for continued fulfillment, at the time of the Agreement are, at any time, not forthcoming or insufficient, then either party shall have the right to amend or terminate this Agreement without penalty by giving the other not less than thirty (30) days written notice.

D. Representations and Warranties

All parties to this agreement represent and warrant (i) that they have no obligations, legal or otherwise, inconsistent with the terms of this Agreement, (ii) that the performance of the services called for by this Agreement does not and will not violate any applicable law, rule or regulation or any proprietary or other right of any third party, (iii) that the parties will not use in the performance of responsibilities under this Agreement any confidential information or trade secrets of any other person or entity and (iv) that neither party has entered into nor will enter into any agreement (whether oral or written) in conflict with this Agreement.

E. Entire Agreement and Notice

This Agreement contains the entire understanding of the parties and may not be amended without the specific written consent of all parties. Any notice given under this Agreement will be sufficient if it is in writing and if sent by certified or registered mail.

F. Compliance with Law

In connection with the services rendered hereunder, all parties agree to abide by all federal, state, and local laws, ordinances, and regulations.

G. Governing Law and Venue

This Agreement will be construed in accordance with, and all actions arising hereunder will be governed by, the laws of the State of Colorado. The venue shall be Ouray County should any dispute arise.

H. Government Immunity

WRWC understands and acknowledges that the City relies on and does not waive or intend to waive by any portion of this agreement any provision of the Colorado Governmental Immunity Act, C.R.S. § 24-10-101, *et seq.*

PARTICIPATION AGREEMENT
Between
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And the
CITY OF OURAY

I. Annual Appropriations

All payments of money by the City prior to reimbursement by WRWC shall be pursuant to this agreement and shall be subject to the annual appropriations of money.

J. Assignment

Neither party may assign this agreement without prior consent of the other party.

K. Waiver

No waiver of any breach of this agreement shall be held to be a waiver of any other or subsequent breach. All remedies afforded in this contract shall be taken and construed as cumulative, that is, in addition to every other remedy provided therein or by law.

L. Notices

Representatives for the City and WRWC are:

City:
City Administrator, or designee
320 6th Avenue
Ouray, CO 81427
Phone: (970) 325-7211
Email: sclarke@cityofouray.com

WRWC
Jamie Gomez, Executive Director
Lisa Falk, Director of Finance, Agreements & Human Resources
160 S. Amelia Street
Ridgway, CO 81432
Phone: (970) 615-7300 x302
Email: Lilia.Falk@COwildfire.org
Jamie.Gomez@COwildfire.org

M. Force Majure

It is agreed that the WRWC shall excuse the City of Ouray of its performance and obligations due to any of the following occurrences: acts of God; strikes; lockouts or other industrial disturbances; acts of public enemies; orders or restraints of any kind of the government of the United States of America or of the State of any of their departments, agencies, or officials or any civil or military authority insurrection; riots, landslides; earthquakes; fires; storms; droughts; floods; explosions; breakage or accidents to machinery, transmission pipes, or canals; or any

PARTICIPATION AGREEMENT
Between
WEST REGION WILDFIRE COUNCIL (WRWC)
And the
CITY OF OURAY

other cause of event not within the control of the county that prevents its performance of its obligations.

IN WITNESS WHEREOF, the respective parties enter this Participation Agreement as of the Effective Date.

CITY OF OURAY:

Ethan Funk, Mayor

WRWC:

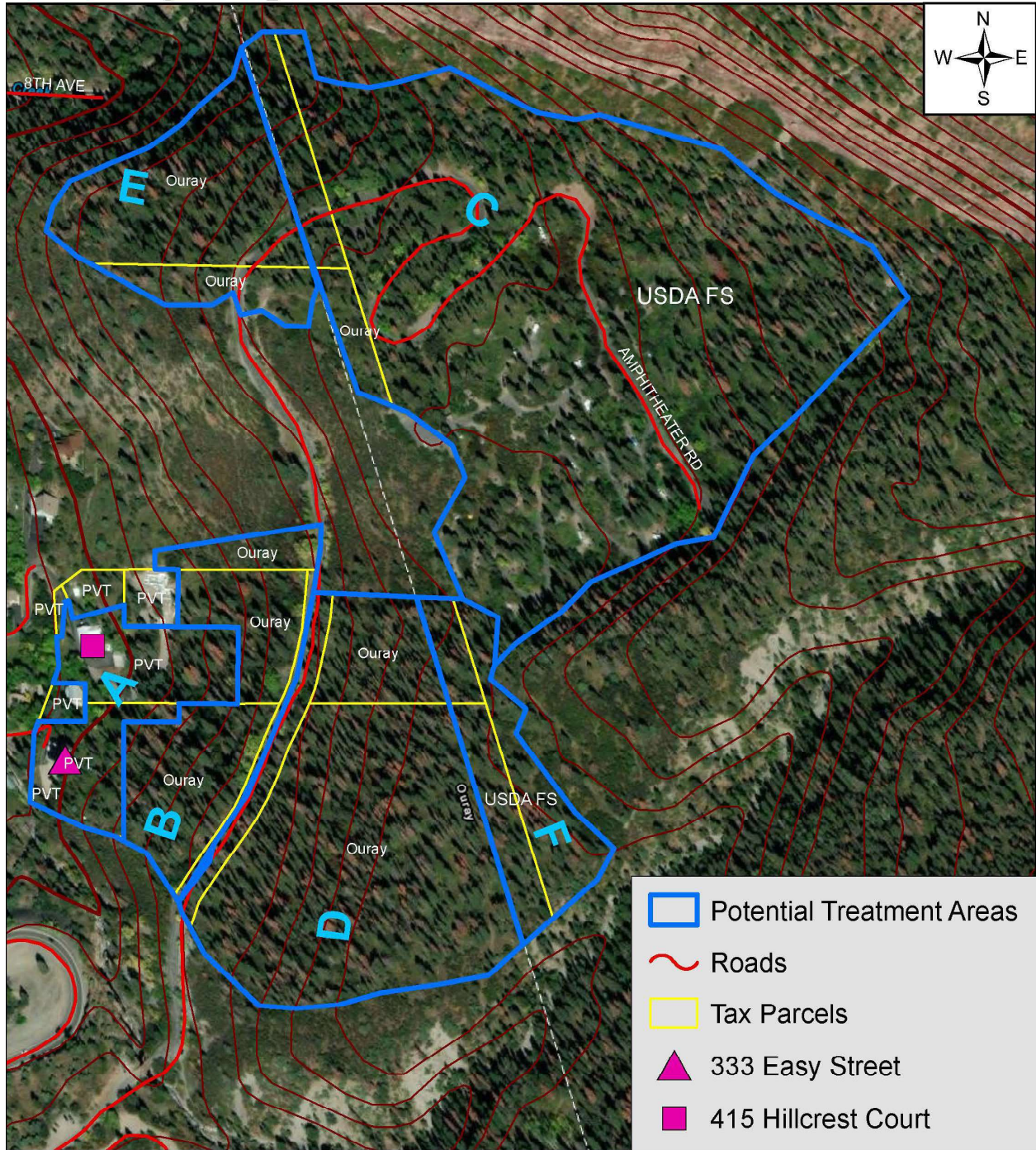
 5/31/24

Jaime Gomez, Executive Director

Attest:

Melissa M. Drake, Clerk

Ouray Amphitheater Potential Treatment Areas



Service Layer Credits: Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user



West Region Wildfire Council



Prepared By: Brad Eckert 6/27/2023

Attachment B – Budget

U.S. Forest Service

OMB 0596-0217
FS-1500-17B

Attachment:

USFS Agreement No.:
Cooperator Agreement No.:

Mod. No.:
CFDA#10.699

Note: This Financial Plan may be used when:
(1) No program income is expected and
(2) The Cooperator is not giving cash to the FS and
(3) There is no other Federal funding

Agreements Financial Plan (Short Form)

Financial Plan Matrix: Note: All columns may not be used. Use depends on source and type of contribution(s).

COST ELEMENTS	FOREST SERVICE CONTRIBUTIONS		COOPERATOR CONTRIBUTIONS		(e) Total
	(a) Noncash	(b) Cash to Cooperator	(c) Noncash	(d) In-Kind	
Direct Costs					
Salaries/Labor	\$1,502.00	\$0.00	\$5,500.00	\$0.00	\$7,002.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Supplies/Materials	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Contract	\$0.00	\$90,909.09	\$0.00	\$0.00	\$90,909.09
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal	\$1,502.00	\$90,909.09	\$5,500.00	\$0.00	\$97,911.09
Coop Indirect Costs		\$9,090.91	\$0.00		\$9,090.91
FS Overhead Costs	\$262.50				\$262.50
Total	\$1,764.50	\$100,000.00	\$5,500.00	\$0.00	\$107,264.50
Total Project Value:					\$107,264.50

Matching Costs Determination	
Total Forest Service Share = (a+b) ÷ (e) = (f)	(f) 94.87%
Total Cooperator Share (c+d) ÷ (e) = (g)	(g) 5.13%
Total (f+g) = (h)	(h) 100.00%

CITY OF OURAY
Professional Service Agreement

THIS AGREEMENT is entered into effective this 3rd day of May 2024 by and between: The City of Ouray, a Colorado home rule municipal corporation (the City); and Municipal Police Consultant LLC, with its principal office located at 13821 Silverton Drive, Broomfield, CO 80020 (the Professional).

NOW THEREFORE, in consideration of the mutual representations, promises and conditions contained herein, the parties agree as follows.

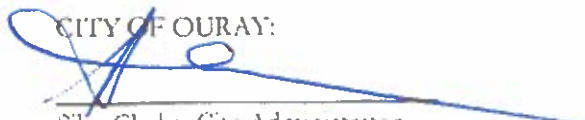
1. SCOPE OF PROFESSIONAL SERVICES. The Professional agrees to provide services as follows: Conduct a management study of the Ouray Police Department. The study consists of a visit to the department over a two-day period, interviews with all police department employees, the City Administrator, and community leaders, i.e. sheriff, school principal, mayor, chosen by the City Administrator. Approximately fifty (50) categories of department operations will be analyzed for compliance. A written report will be produced thirty days after the initial site visit which outlines any deficiencies and provides recommendations on best practices. This service includes a free one year of consulting by telephone with 24/7 availability.
This management report is designed to show any deficiencies the department may have, reduce liability, identify additional resources at little or no cost to the City of Ouray, show ways to better connect with the community, review the police facility, identify what they are doing right and develop a plan for the future implementation by the City Administrator and City Council after determining which deficiencies or recommendations are a priority for the City. .
2. TERM OF AGREEMENT. The term of this agreement shall begin on the effective date above and continue to the completion of the services described paragraph 1, upon termination of this agreement by either party, or if the services are not completed, this agreement will expire on July 30, 2024 at which time the City and the Professional will either negotiate a new agreement to complete the services, extend this agreement or their relationship under this agreement will terminate.
3. FEES FOR SERVICES. In consideration of the services to be performed pursuant to this agreement the City will pay the Professional a sum of nine thousand dollars (\$9,000.00) plus any out-of-pocket expenses, approved in advance by the City Administrator.
4. PAYMENT FOR SERVICES. The Professional shall submit a detailed invoice to the City describing the professional services rendered and all out-of-pocket approved expenses. The City shall have access to backup documentation. The City shall pay the invoice within fifteen (15) days of receipt of the management report and invoice unless the work or the documentation therefore is unsatisfactory. Payments made after fifteen (15) days may be assessed with an interest charge of one percent (1%) per month unless the delay in payment resulted from unsatisfactory work or documentation, therefore.

5. CITY REPRESENTATIVE. The City designates the City Administrator as its representative and authorizes him to make all necessary and proper decisions with reference to this agreement. All requests for contract interpretations, changes, clarifications, or instructions shall be directed to the City representative.
6. INDEPENDENT PROFESSIONAL. The services to be performed by the Professional are those of an independent contractor and not as an employee of the City. Nothing in this agreement shall constitute or be construed as a creation of a partnership or joint venture between the City and the Professional, or their successors or assigns. No agent or employee of the Professional shall be or shall be deemed to be the employee or agent of the City. The City is interested only in the results obtained under this agreement; the manner and means of conducting the work are under the sole control of the Professional. None of the benefits provided by the City to its employees, including, but not limited to, worker compensation insurance and unemployment compensation insurance, are available from the City to the employees of the Professional. The Professional will be solely and entirely responsible for its acts and for the acts of its agents, employees, and subcontractors during the performance of this agreement. The Professional will pay all federal and state income tax on any money paid pursuant to this agreement.
7. INSURANCE. The Professional agrees to procure and maintain, at its own cost, a policy or policies of insurance as called for in this agreement. Insurance shall be procured and maintained with forms and insurers acceptable to the City. All coverage shall be continuously maintained during the term of this agreement. Each shall be primary insurance and any insurance carried by the City, its officers, or its employees, shall be excess and not contributory insurance to that provided by the Professional. The Professional shall provide the City with certificates of insurance, or other acceptable evidence, showing the required coverage. The City reserves the right to request and receive a certified copy of any policy.
 - a. The Professional shall procure and maintain the minimum insurance coverage listed below.
 - i. Workers' compensation insurance to cover obligations imposed by the Workers' Compensation Act of Colorado and any other applicable laws for any employee of the Professional engaged in the performance of work under this agreement.
 - ii. Comprehensive Automobile Liability. Contractor shall provide Comprehensive Automobile Liability insurance with minimum combined single limits for bodily injury and property damage of not less than Five Hundred Thousand Dollars (\$500,000) each occurrence with respect to each of the Professional's owned, hired, or non-owned vehicles assigned to or use in the performance of services. The policy shall contain a severability of interests' provision.

- b. The Professional shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this agreement by reason of its failure to procure or maintain insurance, or by reason of its failure to procure or maintain insurance in sufficient amounts, duration, or types.
 - c. Failure on the part of the Professional to procure or maintain policies providing the required coverages, conditions, and minimum limits shall constitute a material breach of contract upon which the City may immediately terminate this contract, or at its discretion the City may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by the City shall be repaid by the Professional upon demand, or the City may offset the cost of the premiums against any monies due to the Professional.
 - d. The Professional shall be responsible for any deductible under any policy required above.
8. GOVERNMENTAL IMMUNITY. The Professional understands and acknowledges that the City relies on and does not waive or intend to waive by any portion of this agreement any provision of the Colorado Governmental Immunity Act, C.R.S. § 24-10-101, *et seq.*
9. INDEMNIFICATION. To the fullest extent permitted by law, the Professional agrees to indemnify and hold harmless the City, its officers, employees, insurers, and self-insurance pool, from and against liability for damage, including attorney fees and costs, arising out of death or bodily injury to persons or damage to property, caused by the negligence or fault of the Professional or any third party under the control or supervision of the Professional, but not for any amounts that are greater than that represented by the degree or percentage of negligence or fault attributable to the Professional or the Professional's agents, representatives, subcontractors, or suppliers.
10. ASSIGNMENT. The Professional shall neither assign any responsibilities nor delegate any duties arising under this agreement without the prior written consent of the City.
11. PAYMENTS BY CITY. All payments of money by the City pursuant to this agreement shall be subject to the annual appropriations of money.
12. LEGAL COMPLIANCE. The Professional shall comply with all laws, ordinances, rules, and regulations relating to the performance of this agreement, use of public places and safety of persons and property.
13. FURTHER ASSURANCES. Each party agrees to take such actions and sign such documents, certificates and instruments reasonably requested by the other party to complete the transactions contemplated by this agreement and to enable the requesting party to enjoy the full benefits conferred upon such party by this agreement.

14. ENTIRE AGREEMENT. This instrument contains the entire agreement between the parties, and no statements, promises, or inducements made by either party or agent of either party that are not contained in this written contract shall be valid or binding. This contract may not be enlarged, modified, or altered except in writing signed by the parties and endorsed in this agreement. Each person signing the contract guarantees that they have authority to bind the City or Professional.
15. BINDING EFFECT. This agreement shall inure to the benefit of and be binding on the parties, their heirs, executors, administrators, assignees, and successors.
16. SEVERABILITY. If any part, term, or provision of this contract is held by the courts to be illegal or in conflict with any law of the State of Colorado, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the part, term or provision held to be invalid.
17. GOVERNING LAW. This agreement shall be governed by the laws of the State of Colorado, both to interpretation and performance. The courts of the State of Colorado shall have exclusive jurisdiction to resolve any disputes arising out of this agreement and the venue shall be in Ouray County, Colorado.
18. WAIVER. No waiver of any breach of this agreement shall be held to be a waiver of any other or subsequent breach. All remedies afforded in this contract shall be taken and construed as cumulative, that is, in addition to every other remedy provided therein or by law.
19. COUNTERPARTS. This agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all of which together shall constitute but one and the same instrument.
20. FACSIMILE SIGNATURES. For the convenience of the parties, signatures to this agreement may be provided through facsimile transmission. The signature of a party to this agreement supplied by facsimile transmission shall be as binding as the original.
21. PRONOUNS. Wherever in this agreement, words, including pronouns, are used in the masculine, they shall be read and construed in the feminine or neuter whenever they would so apply, and wherever in this agreement, words, including pronouns, are used in the singular or plural, they shall be read and construed in the plural or singular, respectively, wherever they would so apply.

IN WITNESS WHEREOF, the City and the Professional have signed this agreement effective the day and year first written above.

CITY OF OURAY:

Silas Clarke, City Administrator

PROFESSIONAL:

Paul D. Schultz

Paul D. Schultz, Member

City Of
OURAY, CO
LOGO & BRAND GUIDELINES

FINAL: MAY 7, 2024

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PROJECT OVERVIEW

The City of Ouray desired to create a new brand and identity that will take Ouray into the future and appeal to the younger generation. A new brand and identity was developed to enhance the perception of the city, aim to attract tourists and new residents, identify the city’s unique attributes, and improve cultural vibrancy and overall quality of life to encourage economic growth.

PURPOSE

The purpose of the Logo and Brand Guideline document is to provide a comprehensive reference tool that outlines the essential elements, standards, and guidelines for maintaining a consistent and coherent brand identity, messaging, and communication across various mediums. This document includes instructions and specifications regarding logo design, logo usage, color palette, typography, and other brand assets ensuring the brand items are applied consistently by internal and external stakeholders. All items in this document take into consideration the city’s short/long term development goals and input from the project stakeholders. By establishing uniformity and coherence in brand representation, this guideline document helps to reinforce brand recognition, credibility, and trust among audiences, while protecting the brand’s integrity and equity over time.

BRAND DEVELOPMENT

The development of the brand was heavily dictated by Ouray’s stakeholders and community. They helped guide the initial research and analysis phase of the project by providing desires/expectations for the rebrand as well as important design elements and characteristics of Ouray that would steer the direction of the brand. Once various brand options were developed, multiple community engagement meetings were held so the stakeholders and community members could provide feedback on their preferred brand directions. The feedback gathered during these multiple community engagement meetings helped finalize the direction for the logo and brand. The designs presented in this document have all been reviewed and approved by Ouray’s City Council, stakeholders, and community members.



Natural Environment & Hot Springs Pool



Main Street



Mount Abram



Outdoor Recreation

KEYWORDS/ATTRIBUTES

During the research and analysis phase of the project stakeholders and community members from Ouray provided a list of keywords and attributes that described characteristics of the city that would help guide the direction of the rebrand. Keywords and attributes play a fundamental role in branding as they form the foundation upon which a city's identity and reputation are built. By leveraging these unique characteristics, a city can differentiate themselves from competitors, attract tourists, investors, and businesses, and foster a sense of pride and belonging among residents. Below is a list of the main keywords and attributes from the stakeholders and community that were used to guide the Ouray rebrand.

- **Beauty**
- **Community**
- **Foward-Thinking/Future**
- **Friendly**
- **History**
- **Mount Abram**
- **Outdoors/Recreation**
- **Small Town**
- **Timeless**
- **Welcoming**



Cascade Falls



Main Street



Lee's Ski Hill



Ouray County Courthouse

LOGO DESIGN

The new logo design for Ouray combines various elements of the city’s environment, history, and culture in a visually compelling way. These different elements are used together in a modern way to give the city a progressive look and feel while still paying homage to it’s past that was desired by the city’s stakeholders and community. Below is a brief description of the different elements and features of Ouray that played a major role in the logo’s final design.

Mount Abram – Mount Abram is an obvious landmark in Ouray’s environment that visitors see immediately as they drive into the city. The mountain is an easily recognizable element that people already associate with Ouray, as it was previously highlighted in Ouray’s older logos. Due to it’s shape being easily recognizable and close association with Ouray, the mountain became a popular element the community wanted to include in the new logo design.

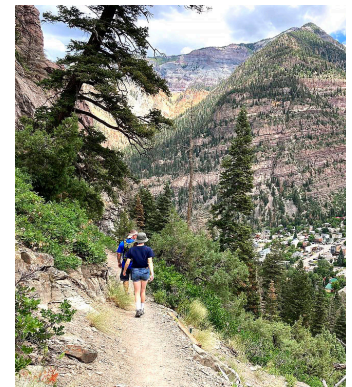
Valleys & Recreation – The valleys and recreation areas that surround Ouray play an important role in the city’s culture and tourism. Many visitors and resident use these areas for off-roading, hiking, climbing, and exploring. As visitors approach Ouray, the valley walls can be seen surrounding the city, creating an environment that makes Ouray unique. Highlighting the valleys in the new logo design is important because these areas fuel Ouray’s economy and are major reason why visitors/ residents come to the city.

Hot Springs & Water – The Ouray Hot Springs and Uncompahgre River are two main water features found within Ouray. The influences these bodies of water have on the environment and local community help create a unique place that visitors and residents desire. References of water and the water’s location within the environment were incorporated into the design of the new logo.

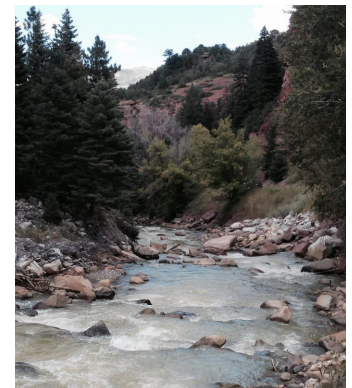
Western & Mining History – It was important to the people of Ouray that the city’s western and mining history was not forgotten in the new logo design. To pay homage to the city’s past, design elements found in ironwork, branding, and mining items we incorporated into the new logo design.



Mount Abram



Valleys & Recreation



Hot Springs & Water



Western, Mining, & Ironwork History

COLOR

Color serves as a pivotal element in a brand’s identity and communication strategy. Its careful selection and consistent application not only enhance visual appeal but also convey meanings and associations that resonate with people. By establishing a distinct color palette and adhering to it across all brand assets, a brand can solidify its identity, amplify recognition, and establish a commanding visual presence. Ultimately, color plays a fundamental role in shaping the perception of a brand, fostering trust, loyalty, and resonance with its audience.

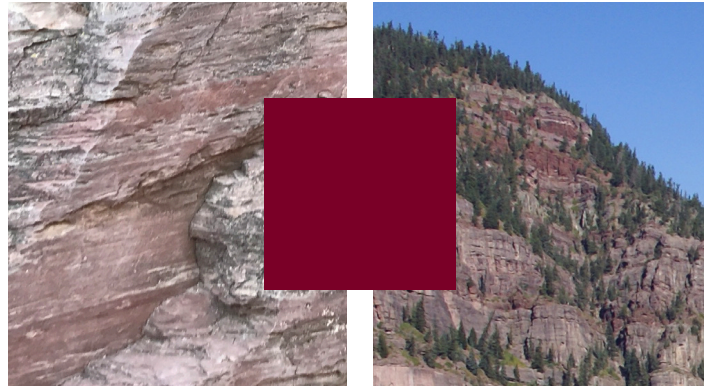
The colors used for this brand were pulled from the natural environment surrounding Ouray and the architectural structures located on main street. It was highly important to the stakeholders and community for the brand colors to accurately represent the city’s natural environment. Below is a breakdown of the different colors selected for this brand and where the colors were taken from within the environment.

Red – The red color reflects the mineral rich mountains and soil surrounding Ouray. This color also connects with the red found in the brick and historic Victorian buildings in the city.

Blue – The blue color was take from the sky above and integral water resources that Ouray depends on, such as the ice covered mountains and the steamy hot springs.

Green – The green color references the lush vegetation in the natural environment surrounding the city.

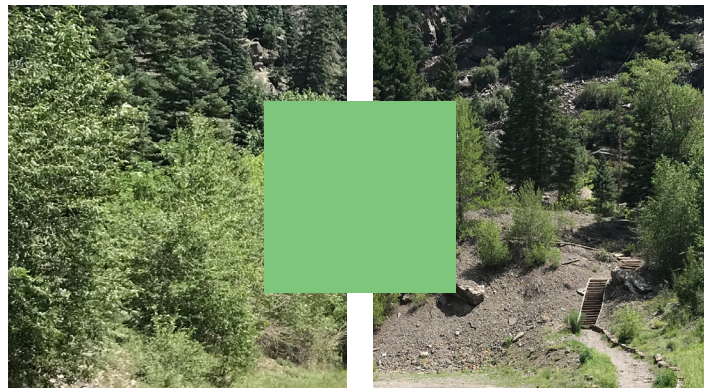
Gray – The various gray colors used for the brand represents stone and slate that is prevalent in the area surrounding Ouray.



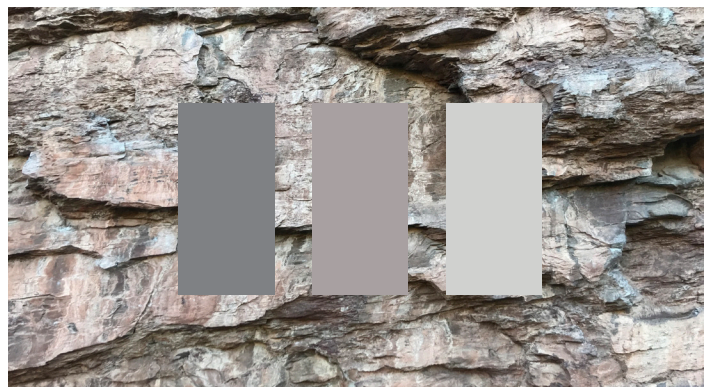
Red/Maroon Color



Blue Color



Green Color



Gray Colors

TYPOGRAPHY

Typography plays a crucial role in shaping the brand’s visual identity. Beyond just words on a page, the fonts chosen convey a brand’s personality, tone, and character. By selecting specific typefaces and establishing guidelines for their usage, brands can create a consistent and cohesive visual language that resonates with their target audience. Typography is a powerful tool for expressing a brand’s identity and enhancing its connection with people.

Primary Logotype – The primary logotype is influenced by older western block-type used for mining, ranching, etc. To prevent the city from having a dated look and feel a modern block-type, Ernestine Pro Bold, was chosen. This font gives the city a more modern look and feel while paying homage to the western ranch culture of Ouray’s historic past.

Secondary Font – A modern, clean, and legible sans serif font, DM Sans, was chosen for the secondary font. Choosing a simple and versatile secondary font makes it easy for the city to use and apply the font in a multitude of mediums. For example, the typeface is used to clearly support the main font elements and denotation of department names in the horizontal lock ups. The font can also be used for other city items when the primary type is not suitable.



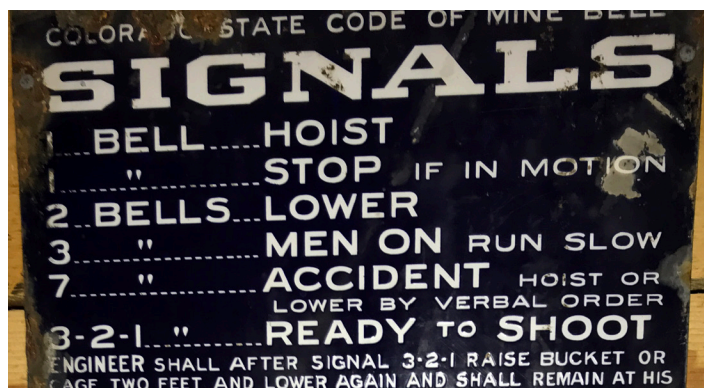
Typography from True Grit



Branding Typography



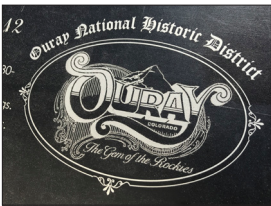
Typography from Western/Rodeo Poster



Typography from Mining Signage

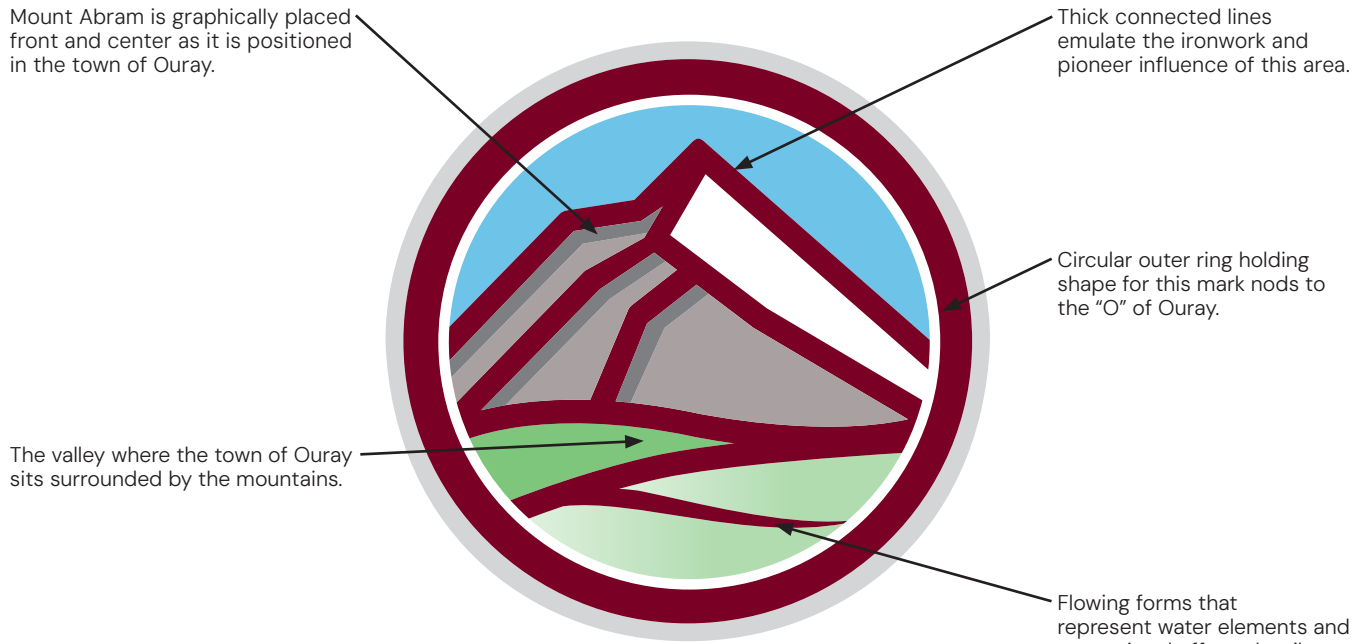
RETIRED BRANDMARKS

Don't use retired versions of the logo, such as the whimsical curled logo versions, or anything with the retired tagline of "The Switzerland of America" or "The Gem of the Rockies", or "The Outdoor Recreation Capital of Colorado".

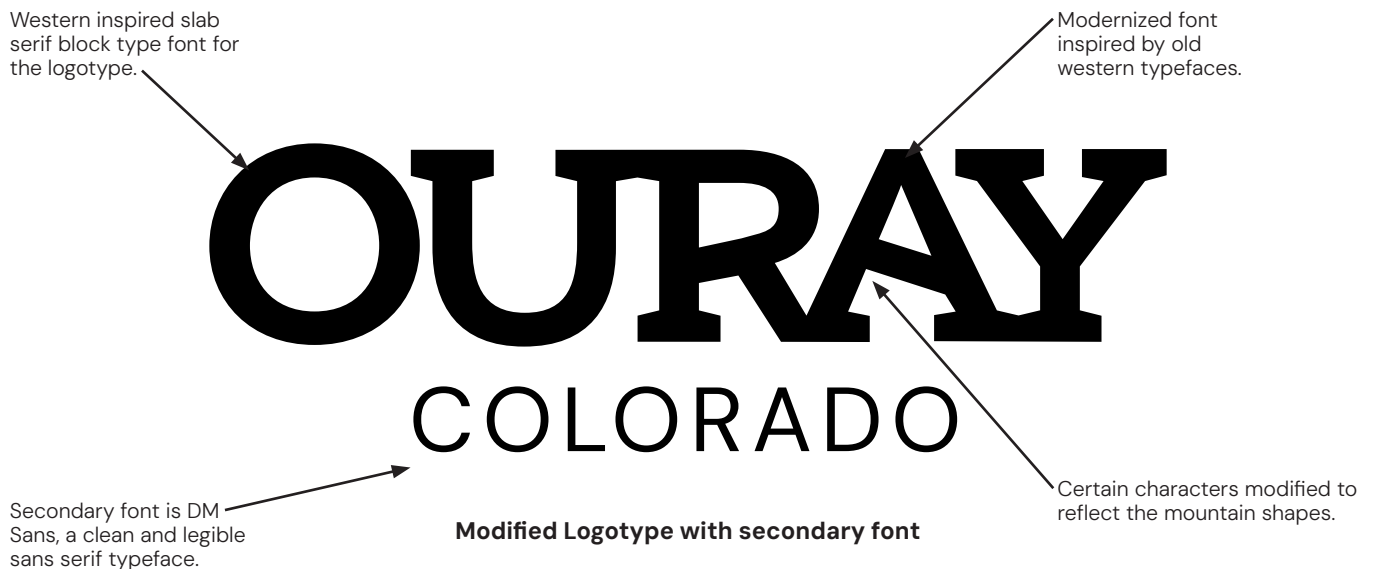


BREAKDOWN OF THE LOGO

This combination logo can be broken down into two parts- the pictorial mark and the logotype. Each of these can be used separately or together, as both elements are strong graphic representations that uphold Ouray's unique brand identity.



Logomark



AREA OF ISOLATION

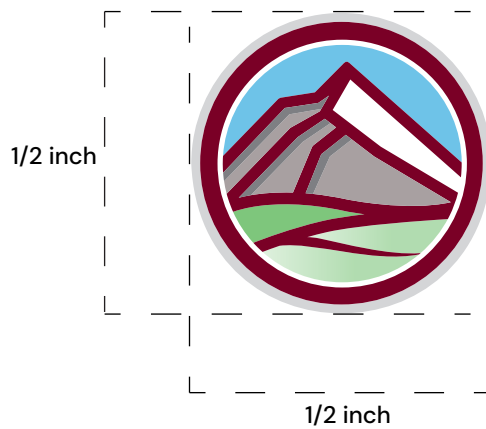
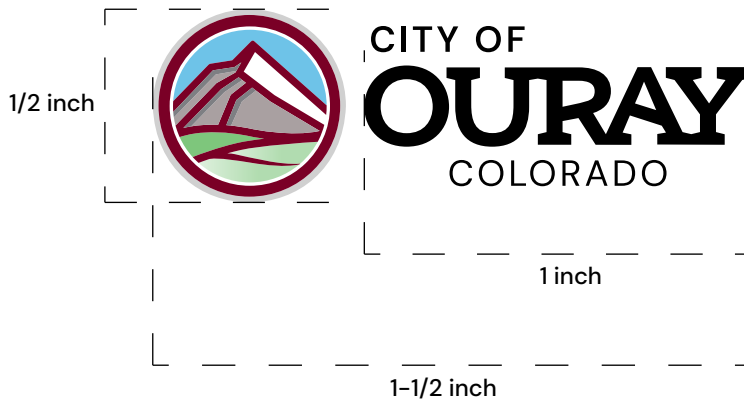
The area surrounding the logo must be free from other graphic imagery, typography, page trim, folds or any other visual elements that may hinder communication. Any background inside this clear space should be even, non-patterned, and free from typography or any other graphical elements. If the brandmark is used directly on a photographic image, the clear space area must still provide good contrast between the background and brandmark, as well as be even in tone and pattern-free. For maximum impact in graphic environments, the minimum clear space must be maintained.

The area of isolation for this brandmark is the height of the "O" in the logotype from the baseline to the cap height.



SIZING MINIMUMS

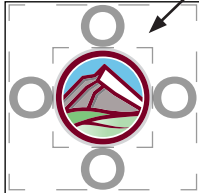
The combined brandmark should not be shown smaller than 1 inch across, while logomark cannot be shown smaller than 1/2 inch in size. (Examples below are not to scale.)





Always keep the area of isolation in mind when setting lockups close to other graphic elements or margins/edges.

Proper setting of the brandmark. Within proper sizing minimums.



When setting designs for business cards, be mindful of the isolation area as well as sizing minimums.





INCORRECT PLACEMENT

Improper setting of the lockup.

Improper setting of the landmark.



Setting artwork too close to the margin dilutes the value of the brand.



LOGO LOCK UP VARIATIONS

This versatile logo has three variations that can be used in variable settings.



Vertical Lockup

The vertical lock up has the strongest brand identity and should be used foremost for branding purposes.



Horizontal Lockup

The horizontal lockup is best used for departmental purposes including business cards, letterheads, vinyl printing for vehicles, email signatures, etc.



Stacked Lockup

The stacked logo can be used for printing stickers and social media applications but should not be the main landmark used for identity purposes.

COLORWAYS

This brand features five basic color compositions: black and white, single color, five color, full color, and reversed. The full color option should be used when ever possible. However, this isn't totally inflexible– it may also be shown as a white reverse color option (to be used when necessary).



Full Color Logo



Five Color Logo



Single Color Logo



Black and White Logo



Suggested Reverse Logo



All White Reverse Logo

OVERVIEW OF TYPE

The typography for this brand combines a modified bold display block-type font for the logotype that reflects the western ranch culture of Ouray.

The secondary font is a modern sans serif typeface that is clean and legible. This typeface will be used for the supporting font elements and the denotation of department names in the horizontal lock up.

LOGOTYPE FONT

OURAY

Logo type is Ernestine Pro Bold- modified

Ernestine Pro Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

SECONDARY FONT

COLORADO

Secondary type is DM Sans Regular and Light

DM Sans Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

DM Sans Light

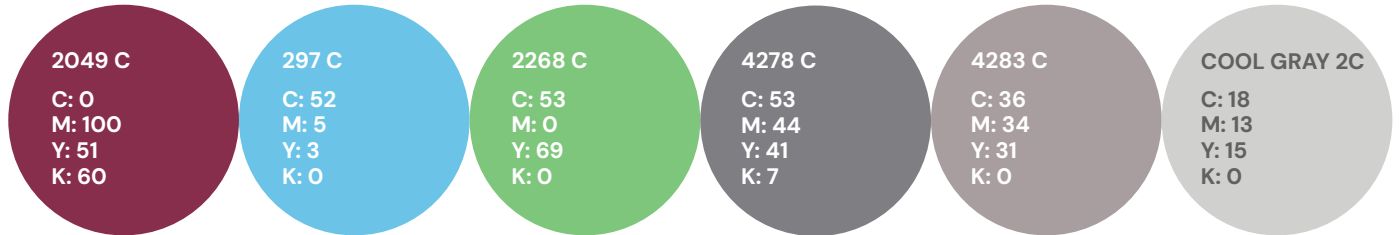
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

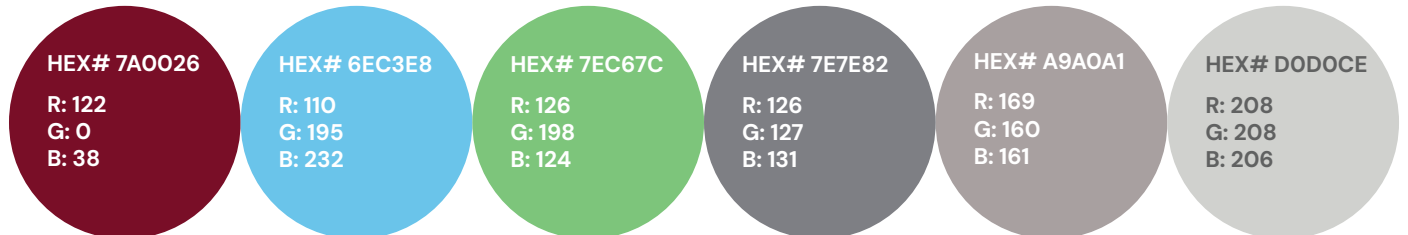
MAIN LOGO- PRINT COLOR

These colors are to be used for high quality print projects where Pantone colors would be the standard for use. Any basic in-house printing should use CMYK formulas as the standard.



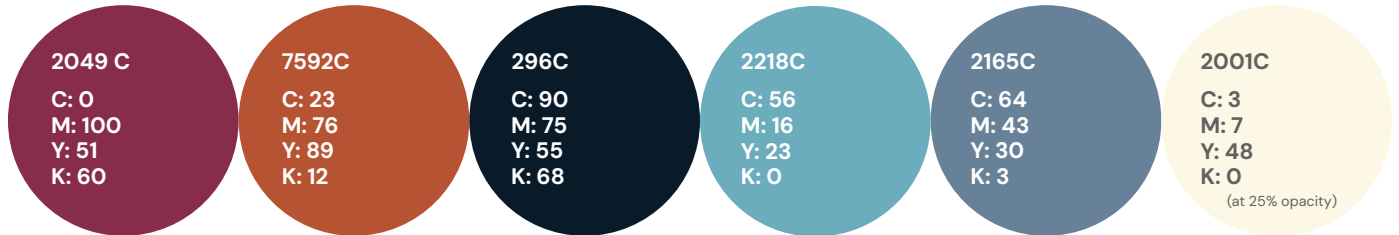
MAIN LOGO- WEB COLOR

These colors are to be used for web purposes.



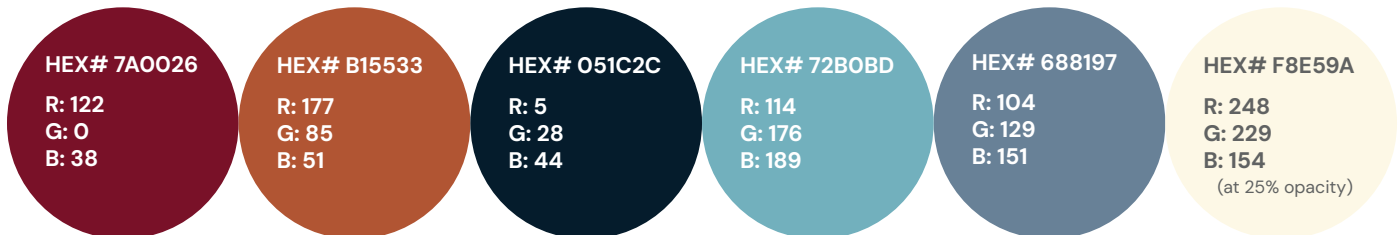
DESTINATION BADGE- PRINT COLOR

These colors are to be used for high quality print projects where Pantone colors would be the standard for use. Any basic in-house printing should use CMYK formulas as the standard.



DESTINATION BADGE- WEB COLOR

These colors are to be used for web purposes.



DEPARTMENT NAME USE

For each department a carefully typeset lock up has been created. These lock ups below are of the horizontal variation and should be used for business cards, letterheads, and other department use.





VISIT OURAY USE

A carefully typeset lock up has been created for Visit Ouray in which the logotype and secondary font are maroon. This variation is only to be used for the Visit department and should be used for business cards, letterheads and stationary, sponsorships, other departmental use, etc. While primarily designated for these purposes, exceptions may arise, and the Ouray City Administrator will assess unique situations to determine when these variations may be utilized for other purposes.



Black and White Horizontal Lockup



Single Color Horizontal Lockup



Full Color Horizontal Lockup



Single Color Vertical Lockup



Full Color Vertical Lockup

COMMUNITY USE

Many areas of the community will be using the Ouray brand for a myriad of purposes. Below are the approved variations for community use, but this is not entirely inflexible as unique situations will arise when other variations are better suited. Additional versions and any/all additional color variations must be approved by the Ouray City Administrator.



Full Color Vertical Lockup



Two Color Vertical Lockup



Black and White Vertical Lockup



Full Color Logo



Five Color Logo



Single Color Logo



Black and White Logo



Suggested Reverse Logo



All White Reverse Logo



Logotype

STACKED BUTTON USE

This stacked button variation is to be used only for social media applications, printing of stickers, or when all other acceptable options will not work.



DESTINATION USE

The city of Ouray requires distinct identification for key destinations owned and managed by the city. These destination marks must align with the Ouray brand identity while also possessing individuality to stand out effectively. The marks below will exclusively serve the destinations department's needs, including signage, apparel, stickers, posters, banners, etc.



Black and White Destination Badges



Full Color Destination Badges

Each badge has a similar yet unique color palette. All badges include maroon along the outer edge, while a dark blue color outlines the inner badge shape and the Ouray logo mark. The fill of the Ouray logo mark is a light yellow that can also be found highlighting the name of the destination for all badges. The face of each badge is the only color that changes and it is based on the destination. The formulas for these colors can be found on page 17.

ACCEPTABLE OPTIONS

The three lockups below are the gray-scale variations of the brandmark that are recommended options when full color options shown previously are not possible.



Gray Logomark



OURAY
COLORADO

Gray Vertical Lockup



CITY OF
OURAY
COLORADO

Gray Horizontal Lockup

INCORRECT USES

It is important for the City of Ouray, Colorado brandmark to consistently appear as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand. The following are examples of how NOT to use the master brandmark. Such deviations weaken the brand. Any modifications to the Ouray brand must be approved by the Ouray City Administrator. These examples apply to all brandmark variations.



Don't alter or change the colors of the brandmark.



Don't create abbreviated versions of the brandmark.



Don't create an outline for the brandmark.



Don't combine the brandmark with any other graphic elements or illustrations.



Don't put the brandmark on a patterned or visually competitive background.



Don't create a halo effect for the brandmark.



Don't distort the brandmark—always maintain proper height-to-width (aspect) ratio.



Don't alter or change the colors of the brandmark for use on dark backgrounds.



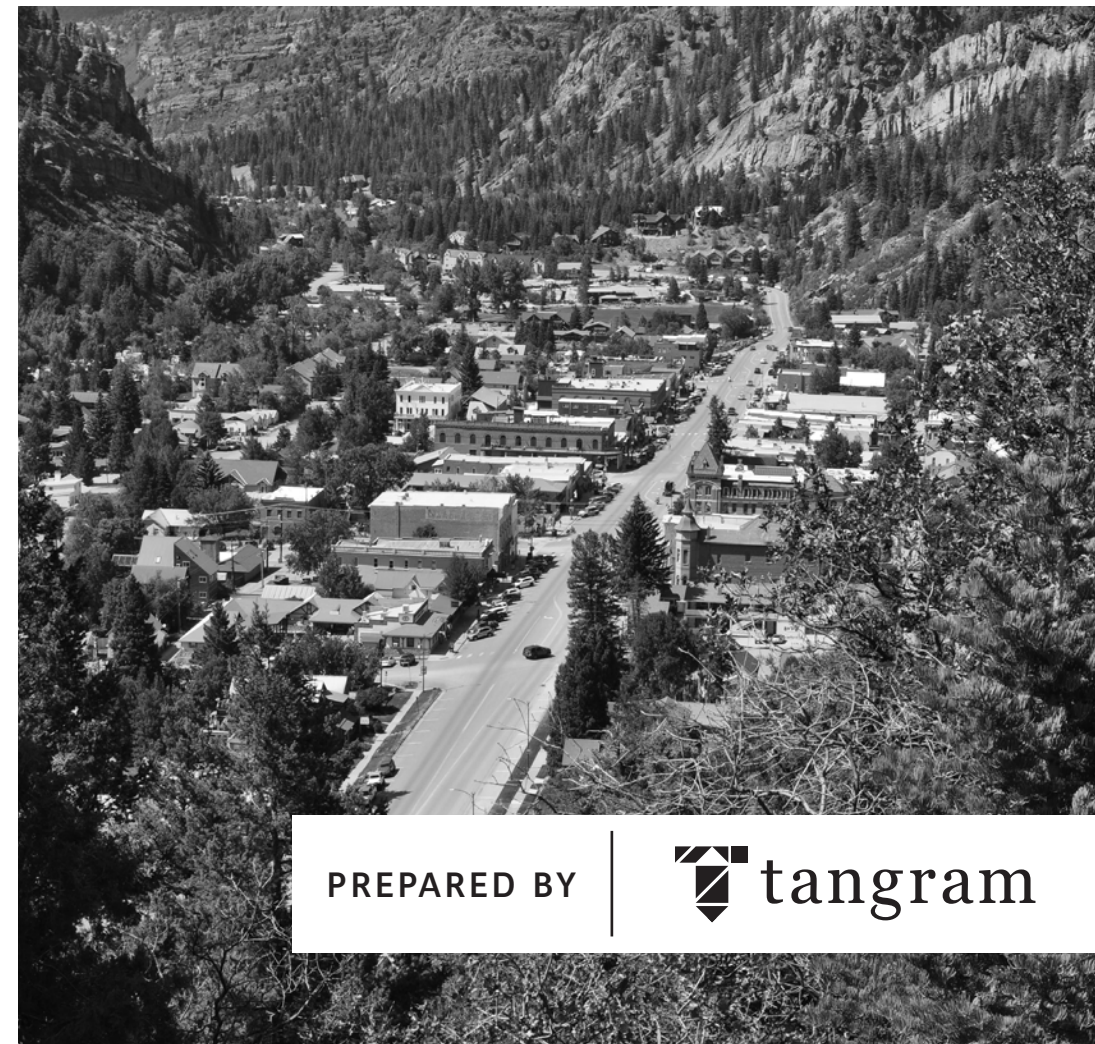
Don't create a drop shadow for the brandmark.



City of Ouray, CO

Signage Location Plan & Message Schedule (Final)

APRIL 9, 2024



SIGN COUNT

SIGN	DESCRIPTION	QUANTITY
A.1	Gateway Monument	1
B.1	Freestanding Vehicular Directional (CDOT)	17
B.2	Freestanding Vehicular Directional	10
C.1A	Freestanding Parking Identification	9
C.1B	Freestanding Parking Identification	2
C.2	Freestanding Destination Identification	5
D.1	Freestanding Directory	6
E.1	Freestanding Pedestrian Directional	6
F.1	Freestanding Trail Identification	5

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City of Ouray, CO

CLIENT

City Wayfinding Signage

PROJECT

9 April 2024

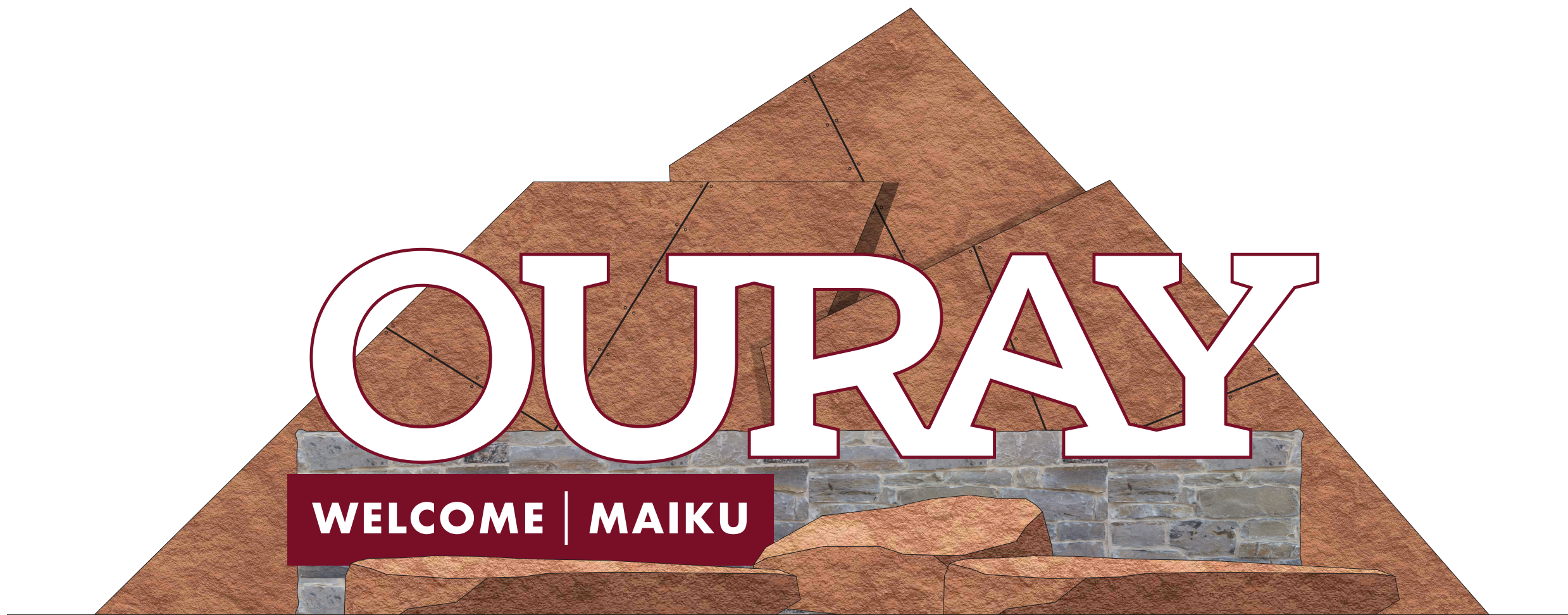
DOCUMENT ISSUE

Sign Family

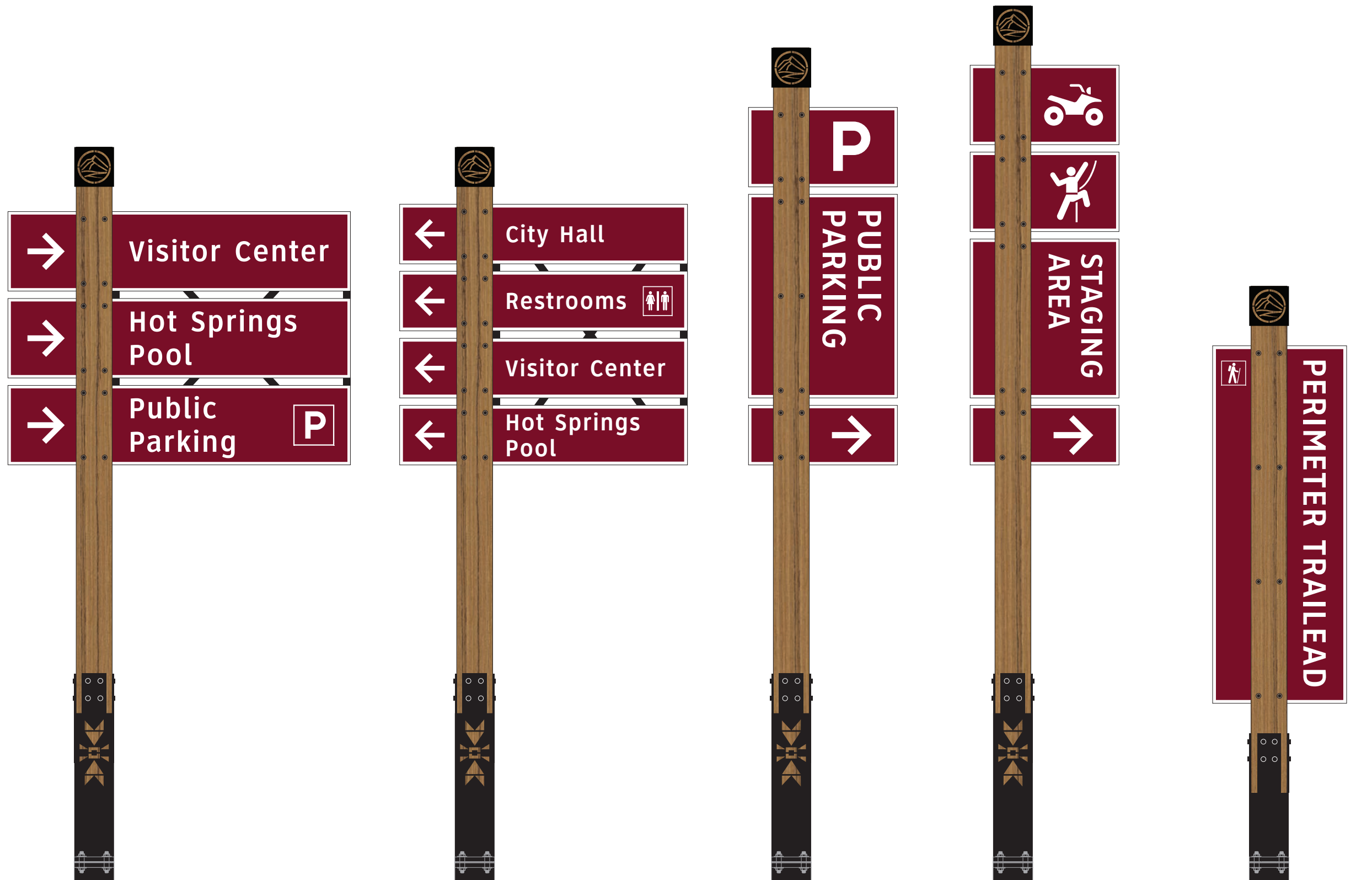
SHEET TITLE

3

SHEET NUMBER



A.1 Gateway Monument



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City of Ouray, CO

CLIENT

City Wayfinding Signage

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DOCUMENT ISSUE

Sign Family

SHEET TITLE

4

SHEET NUMBER

B.1 Freestanding Vehicular Directional (CDOT)

B.2 Freestanding Vehicular Directional

C.1A Freestanding Parking Identification

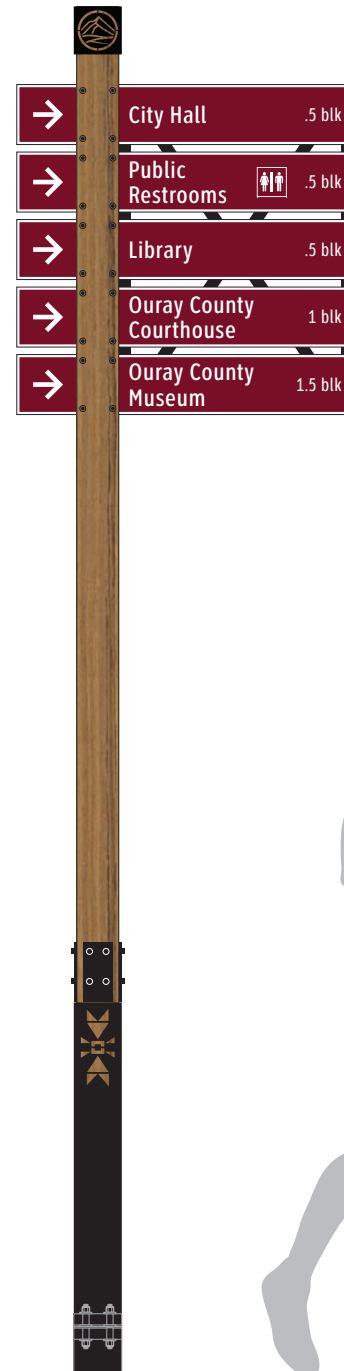
C.1B Freestanding Parking Identification

C.2 Freestanding Destination Identification

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D.1 Freestanding Directory



E.1 Freestanding Pedestrian Directional



F.1 Freestanding Trail Identification

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DOCUMENT ISSUE

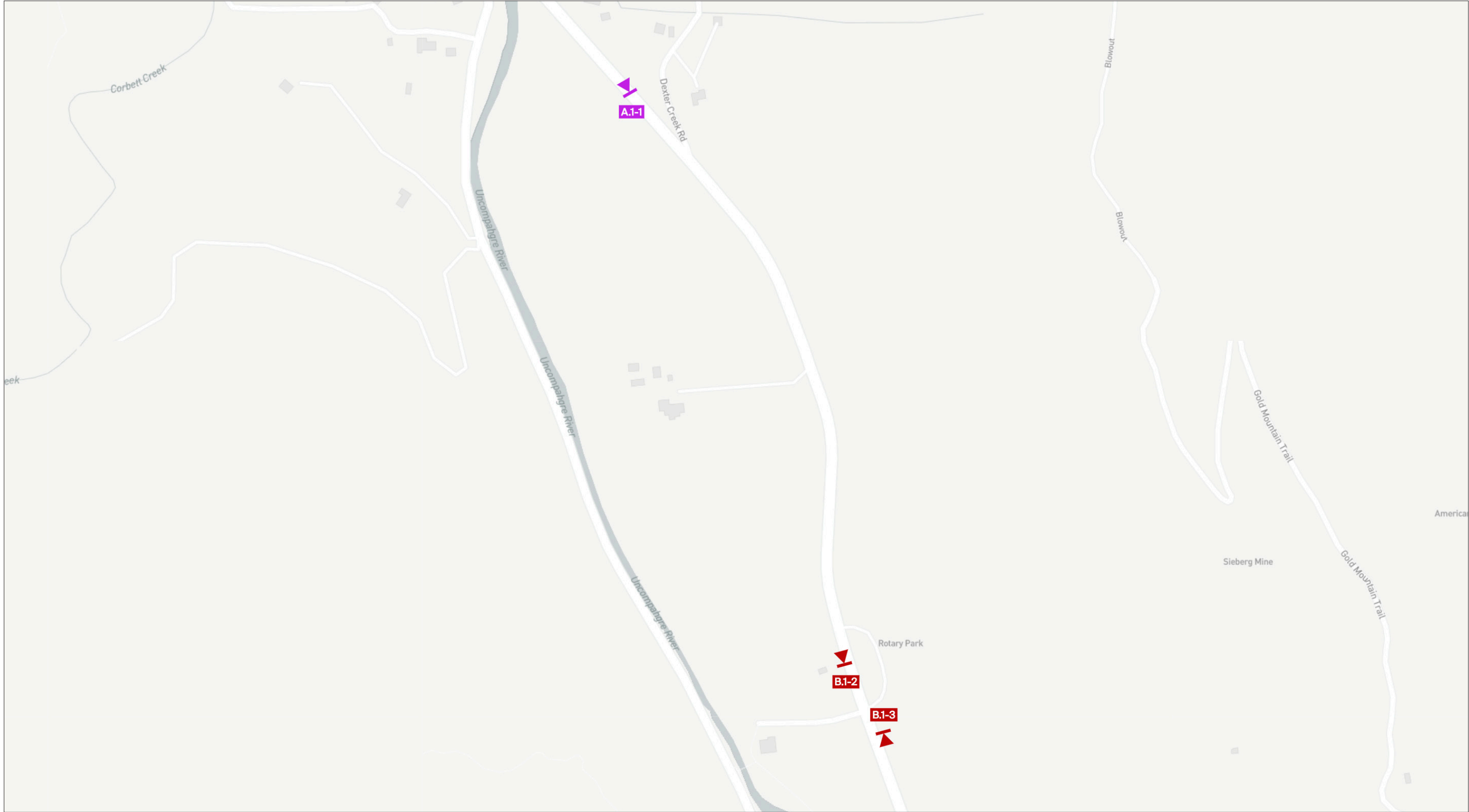
Sign Family

SHEET TITLE

5

SHEET NUMBER

Vehicular & Parking - Signage Location Plan (Area 1)



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City of Ouray, CO
Signage Location Plan

**Vehicular & Parking -
Signage Location Plan
(Area 1)**

Project/State	Location	Sign Code	Message	Details
OURAY - Ouray, CO				
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.68493573278180000 38.05093000704624000	A.1-1		Tags phase 1, Vehicular & Parking Signage - Area 1 Sign Type A.1 - Primary Gateway Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.68179911812872000 38.04434817175343400	B.1-2		Tags phase 1, Vehicular & Parking Signage - Area 1 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.68124354664161000 38.04360400591573000	B.1-3		Tags phase 1, Vehicular & Parking Signage - Area 1 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO

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City of Ouray, CO

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City Wayfinding Signage

PROJECT

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DOCUMENT ISSUE

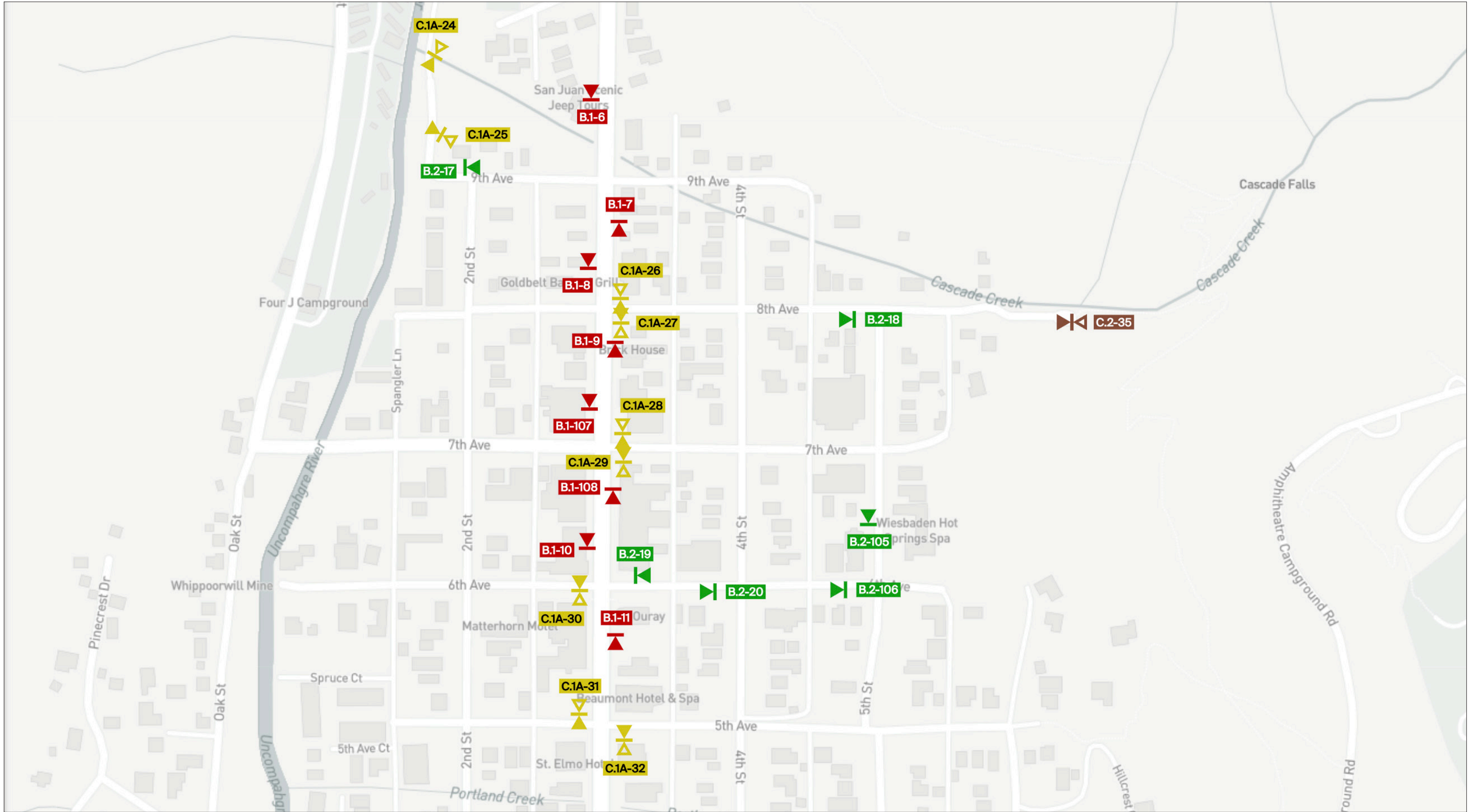
Vehicular & Parking -
Message Schedule (Area 1)

SHEET TITLE

7

SHEET NUMBER

Vehicular & Parking - Signage Location Plan (Area 2)



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City of Ouray, CO
Signage Location Plan

**Vehicular & Parking -
Signage Location Plan
(Area 2)**

Project/State	Location	Sign Code	Message	Details
OURAY - Ouray, CO				
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67162436688433000 38.03000240034414000	B.1-4		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67185980520914000 38.02963892277348600	B.1-5		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67162436688433000 38.02659683699431500	B.1-6		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67134417817086000 38.02566159960073000	B.1-7		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67165309468471000 38.02526522374465000	B.1-8		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67138269596543000 38.02470667866089000	B.1-9		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO

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City of Ouray, CO

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City Wayfinding Signage

PROJECT

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DOCUMENT ISSUE

Vehicular & Parking -
Message Schedule (Area 2)

SHEET TITLE

9

SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67166398717985000 38.02305344981461000	B.1-10		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67138004384735000 38.02239617166103600	B.1-11		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67164159068042000 38.02415357343347000	B.1-107		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67140419971520000 38.02354790429643000	B.1-108		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67250092313667000 38.02956760858046000	B.2-16		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67290954393603000 38.02607644872675500	B.2-17		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO

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CLIENT

City Wayfinding Signage

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DOCUMENT ISSUE

Vehicular & Parking - Message Schedule (Area 2)

SHEET TITLE

10

SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66896173296712000 38.02487488625529000	B.2-18		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67119473343008000 38.02285259902170400	B.2-19		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67036199929070000 38.02272307045812000	B.2-20		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66883680901398000 38.02324109950181000	B.2-105		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66904924937737000 38.02273879954192000	B.2-106		Tags phase 2, Vehicular & Parking Signage - Area 2 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67319732221685000 38.02695756537925000	C.1A-24		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO

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Vehicular & Parking - Message Schedule (Area 2)
SHEET TITLE
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SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.6731288296096000 38.02633490833897400	C.1A-25		Tags phase 1, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.6713296639806000 38.02504021232229000	C.1A-26		Tags phase 3, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67132412894175000 38.02484647073319000	C.1A-27		Tags phase 3, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67130767021145000 38.02397323897368000	C.1A-28		Tags phase 3, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67129892834328000 38.02374729944959000	C.1A-29		Tags phase 3, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67173941426118000 38.02273269172834000	C.1A-30		Tags phase 3, Vehicular & Parking Signage - Area 2 Sign Type C.1A - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO

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City of Ouray, CO

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City Wayfinding Signage

PROJECT

9 April 2024

DOCUMENT ISSUE

Vehicular & Parking -
Message Schedule (Area 2)

SHEET TITLE

12

SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67174562640580000 38.02175638829946500	C.1A-31		<p>Tags phase 3, Vehicular & Parking Signage - Area 2</p> <p>Sign Type C.1A - Freestanding Parking</p> <p>Identification Number of Sides 2</p> <p>Location OURAY - Ouray, CO</p>
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67129213984994000 38.02155084907797500	C.1A-32		<p>Tags phase 3, Vehicular & Parking Signage - Area 2</p> <p>Sign Type C.1A - Freestanding Parking</p> <p>Identification Number of Sides 2</p> <p>Location OURAY - Ouray, CO</p>
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66678991362754000 38.02485352905856000	C.2-35		<p>Tags phase 3, Vehicular & Parking Signage - Area 2</p> <p>Sign Type C.2 - Freestanding Destination</p> <p>Identification Number of Sides 2</p> <p>Location OURAY - Ouray, CO</p>

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67244859905985000 38.02984869075224000	C.2-36		<p>Tags phase 2, Vehicular & Parking Signage - Area 2</p> <p>Sign Type C.2 - Freestanding Destination</p> <p>Identification Number of Sides 2</p> <p>Location OURAY - Ouray, CO</p>

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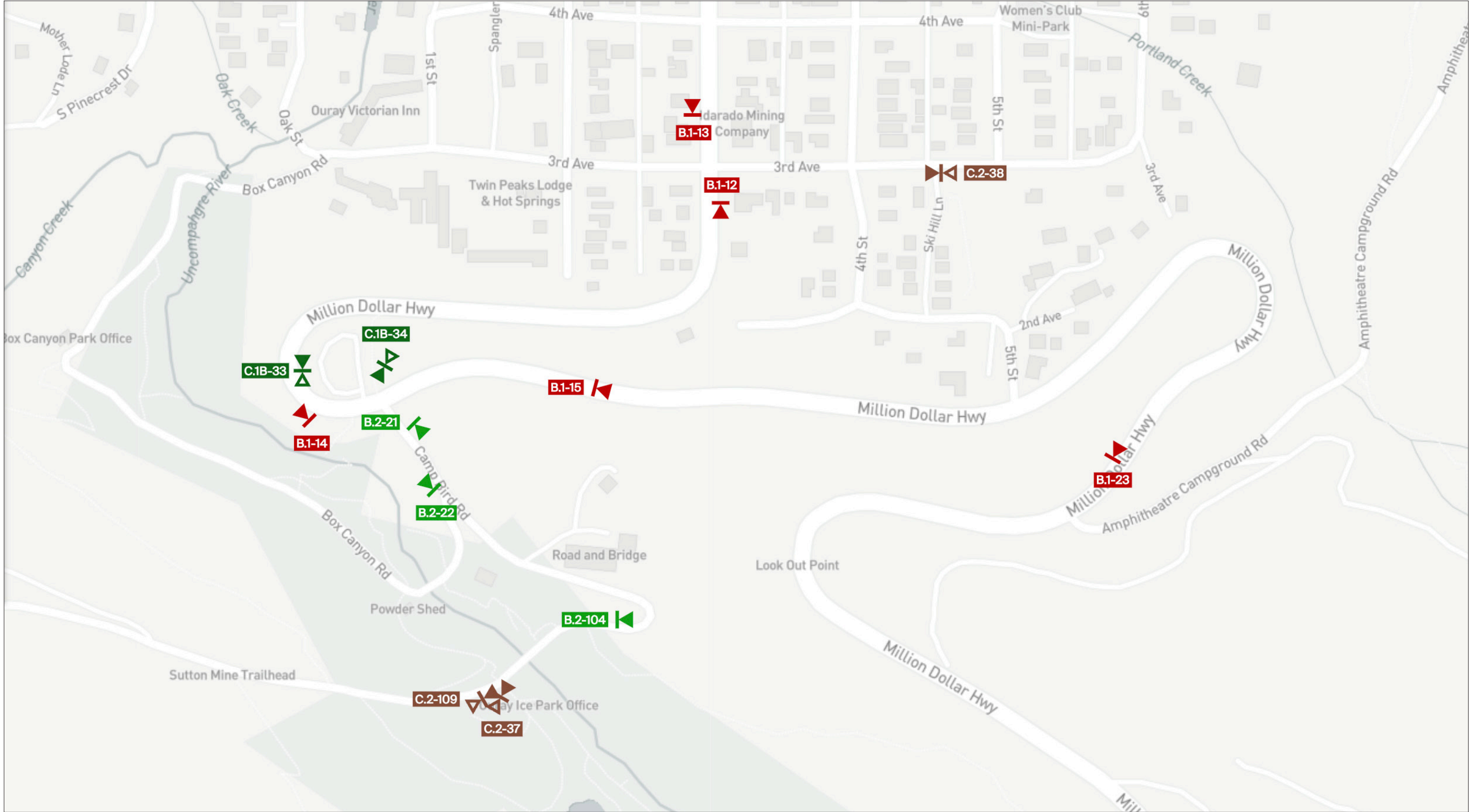
DOCUMENT ISSUE

SHEET TITLE

13

SHEET NUMBER

Vehicular & Parking - Signage Location Plan (Area 3)



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City of Ouray, CO
Signage Location Plan

Vehicular & Parking -
Signage Location Plan
(Area3)

Project/State	Location	Sign Code	Message	Details
OURAY - Ouray, CO				
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67141347957978000 38.01921545271379400	B.1-12		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67168410831319000 38.01985262153608000	B.1-13		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67535086590036000 38.01754946928756600	B.1-14		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67263776414774000 38.01780935627112000	B.1-15		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66765754965013000 38.01726056191865000	B.1-23		Tags phase 2, Vehicular & Parking Signage - Area 3 Sign Type B.1 - Freestanding Vehicular Directional (CDOT) Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67437287212603000 38.01754547884115000	B.2-21		Tags phase 2, Vehicular & Parking Signage - Area 3 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO

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City Wayfinding Signage

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DOCUMENT ISSUE

Vehicular & Parking -
Message Schedule (Area 3)

SHEET TITLE

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SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67415532553460000 38.01702363879948600	B.2-22		Tags phase 2, Vehicular & Parking Signage - Area 3 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67242378587697000 38.01605481782788000	B.2-104		Tags phase 2, Vehicular & Parking Signage - Area 3 Sign Type B.2 - Freestanding Vehicular Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67542946660670000 38.01793457975802000	C.1B-33		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type C.1B - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67463878435241000 38.01797189131714000	C.1B-34		Tags phase 1, Vehicular & Parking Signage - Area 3 Sign Type C.1B - Freestanding Parking Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67352435355029000 38.01546883581880000	C.2-37		Tags phase 3, Vehicular & Parking Signage - Area 3 Sign Type C.2 - Freestanding Destination Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.66929624503513000 38.01942769934835600	C.2-38		Tags phase 3, Vehicular & Parking Signage - Area 3 Sign Type C.2 - Freestanding Destination Identification Number of Sides 2 Location OURAY - Ouray, CO

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City Wayfinding Signage

PROJECT

9 April 2024

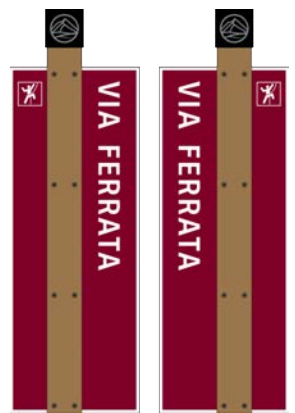
DOCUMENT ISSUE

Vehicular & Parking -
Message Schedule (Area 3)

SHEET TITLE

16

SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Vehicular Wayfinding Signage	OURAY -107.67369969661692000 38.01545478216680600	C.2-109		Tags phase 3, Vehicular & Parking Signage - Area 3 Sign Type C.2 - Freestanding Destination Identification Number of Sides 2 Location OURAY - Ouray, CO

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PROJECT

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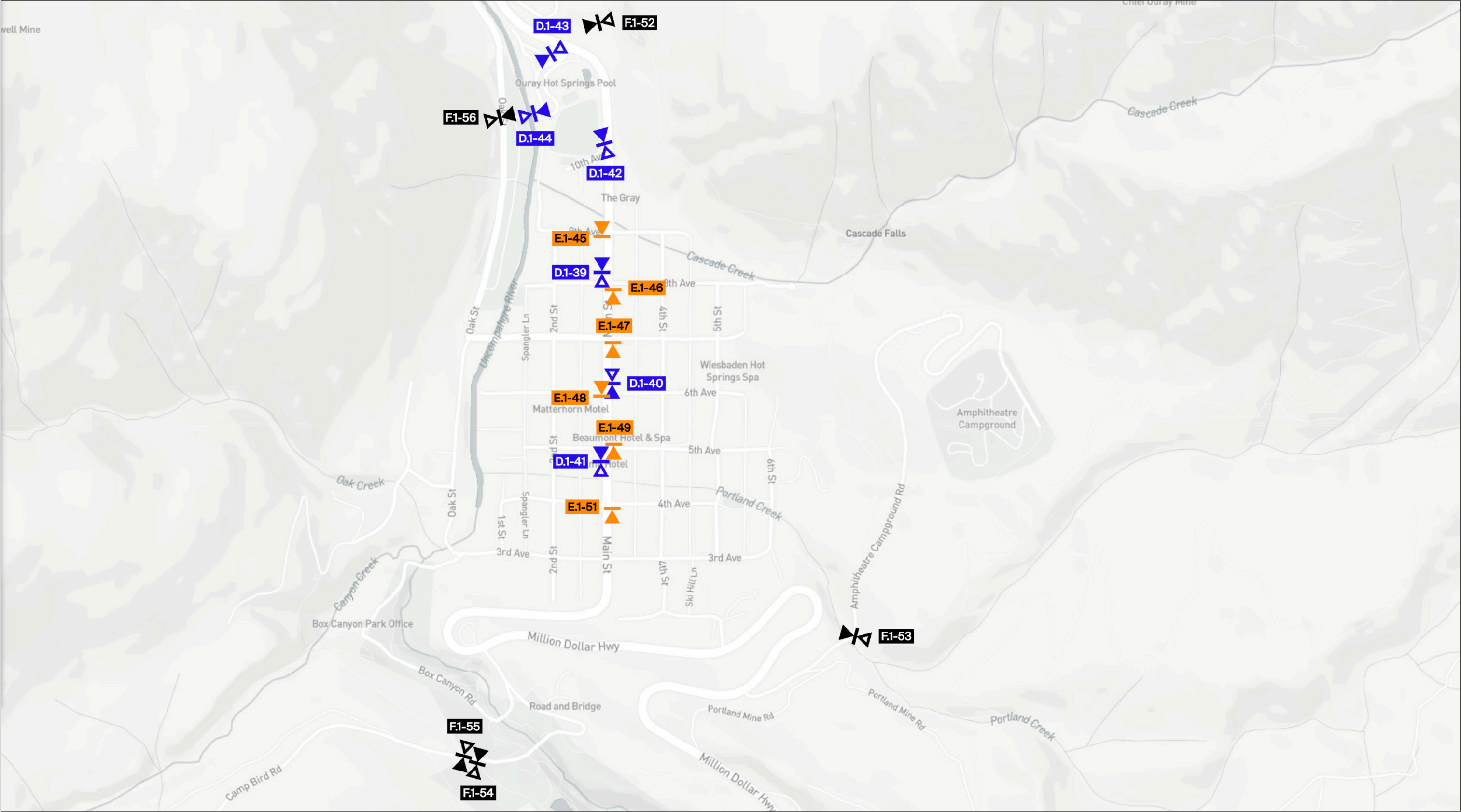
DOCUMENT ISSUE

SHEET TITLE

17

SHEET NUMBER

Pedestrian - Signage Location Plan



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City of Ouray, CO
Signage Location Plan

Pedestrian -
Signage Location Plan

Project/State	Location	Sign Code	Message	Details
OURAY - Ouray, CO				
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67164979088649000 38.02516822037550000	D.1-39		Tags phase 1, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67139263072357000 38.02295880286881400	D.1-40		Tags phase 1, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67167680842034000 38.02140617963377000	D.1-41		Tags phase 1, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67158947703717000 38.02772603399897400	D.1-42		Tags phase 2, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67293305999846000 38.02950965000878400	D.1-43		Tags phase 1, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67336434702179000 38.02832713236726000	D.1-44		Tags phase 2, Pedestrian Signage Sign Type D.1 - Freestanding Directory Number of Sides 2 Location OURAY - Ouray, CO

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City Wayfinding Signage
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Pedestrian Message Schedule
SHEET TITLE
19
SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67165029095693000 38.02584446485267500	E.1-45		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67136656178143000 38.02485849921645000	E.1-46		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67137309846080000 38.02380038478555000	E.1-47		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67165848862950000 38.02267480615689000	E.1-48		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67135281359373000 38.02178132324681000	E.1-49		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67139092760003000 38.02050674630239000	E.1-51		Tags phase 2, Pedestrian Signage Sign Type E.1 - Freestanding Pedestrian Directional Location OURAY - Ouray, CO

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City of Ouray, CO

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City Wayfinding Signage

PROJECT

9 April 2024

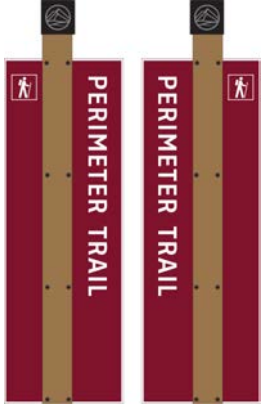
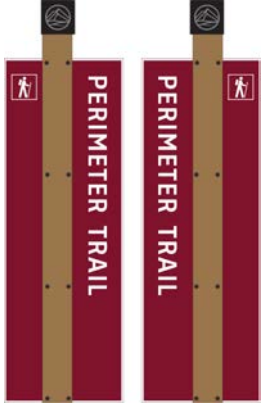

DOCUMENT ISSUE



Pedestrian Message Schedule

SHEET TITLE

20

SHEET NUMBER

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67173245255182000 38.03012881234053600	F.1-52		Tags phase 3, Pedestrian Signage Sign Type F.1 - Freestanding Trail Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.66524125302129000 38.01793651793675000	F.1-53		Tags phase 3, Pedestrian Signage Sign Type F.1 - Freestanding Trail Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67480714850649000 38.01540814352702000	F.1-54		Tags phase 3, Pedestrian Signage Sign Type F.1 - Freestanding Trail Identification Number of Sides 2 Location OURAY - Ouray, CO

Project/State	Location	Sign Code	Message	Details
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67514796197298000 38.01555185202161000	F.1-55		Tags phase 3, Pedestrian Signage Sign Type F.1 - Freestanding Trail Identification Number of Sides 2 Location OURAY - Ouray, CO
City Wayfinding Signage > Pedestrian Wayfinding Signage	OURAY -107.67423300703540000 38.02824626579744000	F.1-56		Tags phase 3, Pedestrian Signage Sign Type F.1 - Freestanding Trail Identification Number of Sides 2 Location OURAY - Ouray, CO

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City Wayfinding Signage

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Pedestrian Message Schedule

SHEET TITLE

21

SHEET NUMBER





Hot Springs Pool
& Fitness Center


Hot Springs Pool
NOW HIRING

OURAY





Hot Springs Pool
& Fitness Center


Hot Springs Pool
NOW HIRING





Future Agenda Items/Work Sessions

- Land Use Code Affordable Housing Density Bonus
- Dark Sky Ordinance
- Huckstering Permit Re-examine Permit and Fees (City Staff owe Council recommendations)
- Additional Fee & Fine Schedules
- Waterview PUD Fines as Outlined in Guidelines
- Alcohol at the pool (Delayed Until Alternative Heat Source Report Decision)
- Workforce & Attainable Housing
- Via Ferrata Agreement (Expires April 30, 2025)