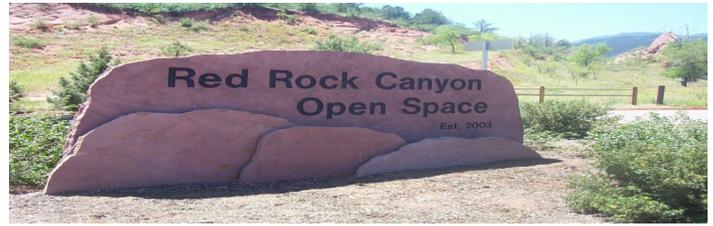


The Red Rock Rag

Volume 13, Number 3

Late Summer 2012



FRIENDS OF RED ROCK CANYON

The President's Letter — Late Summer 2012

Dear Friends,

I wanted to take the opportunity to introduce myself to the Friends, as I was elected as a board member in March of 2011 and was voted to fill the vacant President's chair when



Bob Johnson moved to Fort Collins three months ago. Thank you for your hard work Bob (and Connie), you are sorely missed!

I am a Pennsylvania native who moved to Colorado in 1999 (and Colorado Springs in 2006), being drawn to Colorado's beauty and outdoor recreation opportunities. I retired from a career as a Microsoft Certified System Engineer (MSCE), and have always been an avid climber, mountain biker (2001 Missouri State Mt. Bike Cham-

pion) and hiker. My entire family firmly believes in getting involved in the community. My wife Kathy and son Matthew are involved with another Colorado Springs Park Friends group, serving on the Board and Teen Board, and are also involved with the Palmer Land Trust efforts to protect land and open spaces.

I see an opportunity to help Red Rock Canyon Open Space in new ways through a stronger emphasis on community engagement. As with my MCSE Design/Management projects, my focus is squarely on the end-user. As a Volunteers Outdoor Colorado (VOC)-trained trail crew leader, I have been involved at other parks with groups like Medicine Wheel and am involved with many new trail construction projects. Being a steward of the land is sometime a daunting task! We need to balance recreational activities with conservation, which can sometime create issues. One of my key aims is to continue to advocate for a sensible, balanced approach

moving forward.

I am truly excited about the Board's activities that are now ramping up and will carry us forward through 2013, and the role I hope to help play in them. Please see inside this issue for more information on our *Indy Give 2012* campaign to help restore one of our ponds, the October 20 Red Rock Day, the City's Master Planning process (and the Board's contributions to it), a logo redesign, our website refresh, and a key volunteer day to work on fire mitigation. Whew, it's been a busy summer!

We are always looking for new Board members that bring specific skills to bear on current and future projects mentioned above and of course, our big one, Red Rock Canyon's 10-year anniversary celebration. Please keep those contributions coming as we work to support one of our City's jewels!

Sincerely,

Karl Klepfer
President

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Events Calendar

FoRRC Board Meeting	10/8
RRC Days	10/20
Indy Give! Kickoff	11/1
FoRRC Board Meeting	11/12
FoRRC Board Meeting	12/10

2012 Master Plan Update

The City of Colorado Springs is back on track for completing the Red Rock Canyon Master Plan by the end of the year. Working with the consulting firm TAPIS, they are finishing up a year's worth of feedback surveys and research on how to protect the most sensitive areas (biological, historical, and geological), while giving access to our open space for human recreational use. This Master Plan is creating a comprehensive use plan for Section 16, White Acres and Red Rock Canyon. In fact, when the Master Plan is complete, the whole area will be called Red Rock Canyon Open Space.

TAPIS and the City had taken a few months off from the Master Planning process for the City to come up with new guidelines for dealing with volunteers and Friends Groups throughout the city. The Parks, Recreation & Cultural Services Department is becoming more and more dependent on volunteers to maintain the open space and build new trails. They needed clear expectations and procedures. The pressure of having many kinds of volunteer groups working in Open Spaces had been creating communication concerns (that is a whole other article). Suffice to say, good progress has been made and the Master Planning Process has started up

again and is moving smoothly.

There have been many public meetings educating the citizens and receiving their input. It is a real balancing act to protect nature and provide citizen recreational opportunities. The city is responsible for protecting the natural habitats for future generations, which becomes more difficult as the human population grows.

TAPIS has done a good job of getting everybody's different feedback and desires. Their comprehensive Master Plan draft is now posted at springsgov.com/RRC for all to review. There will be an open house on Wednesday, October 24th from 5-7pm at 16th St. and Bijou St. to review the Plan in detail and give comments.

All the different user groups should look carefully and advocate for any last minute revisions, because after the Plan is passed it will not be changed for 10 or more years. On the other hand, protecting sensitive habitat and the natural backdrop of our city is a generational ongoing affair.

Written by: Shanti Toll

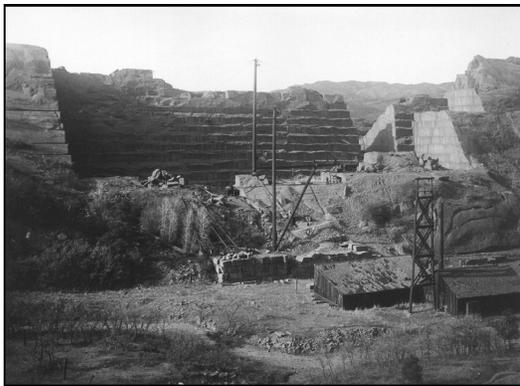
Email your comments to Shanti at friends@RedRockCanyonOpenSpace.org with his name in the Subject line.



Red Rock Canyon Quarry in History

Compare the site of the rock quarry as it once was relative to today, as a featured attraction on the Quarry Pass Trail.

Photo Credits: David Dombach (2012); Historical Photo circa 1930 provided by Don Ellis



Red Rock Canyon Day

The Friends of Red Rock Canyon will be hosting *Red Rock Canyon Day* on **Saturday, October 20th from 9am to 3pm.**

Red Rock Canyon Day will be a celebration of all the people and organizations that support Red Rock Canyon, and for new people to become involve with our beautiful Open Space. We will offer opportunities to take tours (guided or un-guided) and to learn about the various organizations and groups supporting Red Rock Canyon. We will also show you ways to personally get involved.

If you can come, or you have additional

questions, please send us an email at friends@RedRockCanyonOpenSpace.org, or just show-up! If you do not have internet access, you can reply by calling David at 685-4792.

Even if you cannot help with the stewardship of Red Rock Canyon Open Space, do plan to come on by **Saturday, October 20th** and visit with the organizations and a book signing by authors involved with Red Rock Canyon.

Keep an eye on our website for more details just before the event.

www.RedRockCanyonOpenSpace.org

FRIENDS OF RED ROCK CANYON



Red Rock Canyon Fire Mitigation Day

City Councilwoman Lisa



sash and a gown and high heels. You can get dirty too."

Volunteers, after listening



Czelatdko contacted the Friends with the idea of a Fire Mitigation Day in the Open Space. Dave Dombach from the Friends took the idea and ran with it, working with the Parks Department and Colorado Springs Fire Department (CSFD) to set up a hugely successful volunteer day on July 28th.

The response for volunteers was tremendous! 76 volunteers, including many Friends, officials from the Colorado Springs Parks & Recreation Department and from the CSFD brought the total to 81. This was more than double the normal response from a typical volunteer day. Miss Colorado, Hannah Porter, also came to help with the mitigation. She said, "it's not just about a

sash and a gown and high heels. You can get dirty too." Volunteers, after listening to a presentation by the CSFD on fire mitigation, organized into work crews to cut down elms, clean up dead trees, remove brush, and pull noxious weeds. Six large piles of brush and trees were stacked and removed by Parks & Recreation trucks.

Free refreshments and lunch were generously provided by La'au's Taco shop (830 N. Tejon St.) and Starbucks (3104 W. Colorado Ave.). Please thank these wonderful businesses for their support to the local community. Thank you to all who volunteered to help with this important effort.

Contributed By: Dave Dombach
Email your comments to Dave at friends@RedRockCanyonOpenSpace.org with his name in the Subject line.



Letters to the Friends of Red Rock Canyon from Don Ellis

To Our Members and Supporters:

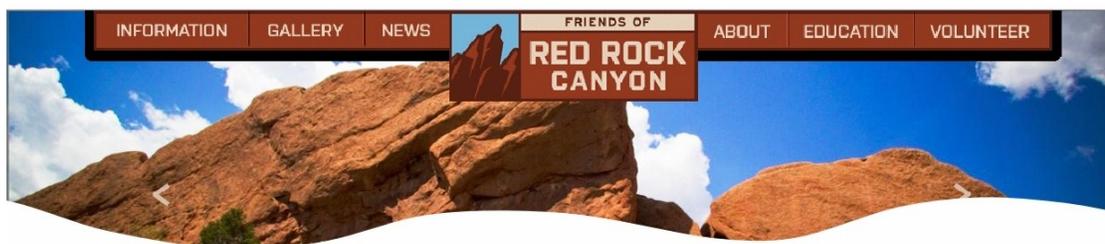
As you probably know by now, Friends of Red Rock Canyon will soon have a new, professionally designed, website. Those of us who have had a chance to preview the new website generally like its layout and agree that its active content and future expanded information will be appealing to its users now and into the future. However, we do have differing opinions about its aesthetics, especially the logo.

Looking ahead, we hope to engage our members and friends in a process which will result in a satisfying logo which best defines Friends of Red Rock Canyon. In the immediate future, we need to move forward with a logo which integrates easily with the new website design so that the new website can go on line soon.

Below are contrasting views on the logo; we would greatly appreciate your comments and suggestions. Thank you! friends@RedRockCanyonOpenSpace.org

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Since I have largely dropped out of Friends of Red Rock Canyon, perhaps I should not care what Friends of Red Rock Canyon adopts as its logo; but when I saw the new logo which is in the upper website preview here, I realized that I certainly do care. A couple friends who have also been very active in Friends of Red Rock Canyon in the past have commented: "VERY weak" and "My preschoolers could do better."



Especially with the new website representing Friends of Red Rock Canyon's identity for coming years, I believe that Friends of Red Rock Canyon deserves better than this uninspired, unattractive, undistinguished logo. I believe that the logo should incorporate a graphic which represents one of Red Rock Canyon's unique iconic features, rather than a generic clip art style image. I believe that the logo should employ colors which suggest Red Rock Canyon, rather than "Brown Rock Canyon." And, I would like to see a logo which builds on the recognition and reputation which Friends of Red Rock Canyon has developed over the past years, just as Ford Motor Company has continued to build on the recognition of its hundred year old logo while improving it through a process of design evolution.



The second website preview here shows that it should be quite possible for the new website to incorporate a logo which presents these essential characteristics in an effective web graphic. Among Friends of Red Rock Canyon's members and supporters I know at least half a dozen talented artists who might create a new generation of our classic logo better than the one I've shown here, and I will be very pleased when one of them does.

*Sincerely,
Don Ellis*

Response Letter from FoRRC President

The Friends of Red Rock Canyon are excited to extend the beauty of the open space into our marketing materials, creating a brand that reflects the spirit of the open space. Setting out to design a new website, our goal is to create an updated version of our website that better reflects the brand and has better functionality for easier use. We also want to make sure we can attract a variety of people, including a younger demographic. The website will include an improved user experience with relevant content and a fresh look that will integrate across the entire site. During the creation of the website, it became clear that we needed to take a look at all the elements of our image in addition to the digital assets.



With careful consideration of the existing look-and-feel, a lot of thought, effort and passion went into the decision to create a new logo. A logo is a crucial component of any brand, acting as a foundation for other materials. A logo is not meant to be a literal interpretation of the organization (for example, car brands never have cars in their logos), nor is it designed to tell the entire story of the open space. Instead its job is to create a tone, an overall feel that can be carried easily throughout the entire marketing landscape. In addition to the tone, the logo has to work well at small sizes, in a single color, etc.

If you look at the conceptual work for the new website, you'll see that the logo acts as the starting point for the design. The existing logo for the FORCC did not contain the elements necessary to anchor the brand. The Ford logo cited by Don adheres to design principles that make it work: a single word, a balanced icon, a distinct font created specifically to function as a badge for an automo-

bile. Our existing logo has many balance, typography and reproduction issues. While there is some local recognition of our existing logo, the audience is small at this point and there has been few marketing initiatives to date that have built anywhere near the brand recognition that Ford has built over 100 years and millions of customers.

It is important to celebrate and recognize the Friends of Red Rock Canyon as we move forward. The bulk of the fascinating information created by Don Ellis and others that is on our existing website will be included in its entirety, but presented in a more inviting and engaging fashion. The website will serve as a key portal for those interested in finding more information on the Open Space and contributing to this year's Indy Give Campaign to Save the Red Rock Canyon Pond, and needs to inform the visitor in an engaging fashion.



The firm we have contracted for the website has extensive experience in creating identity systems and have

presented us with several new logo concepts. Based on a vote from our board, we have chosen the direction you see here. As with any change, not everyone agrees with the new direction, but many have embraced it with open arms. It's important for use to keep moving forward with our materials and we welcome your feedback on the topic. Please provide us your feedback in an email to friends@RedRockCanyonOpenSpace.org with a subject line of "Logo Feedback," and many thanks to Don Ellis for his continued support, thoughts and input.

Karl Klepfer
President



New Board Member—Russell Wharton



Russell Wharton, elected to the board in August and our new Webmaster, expressed a strong interest and desire to serve on the Friends of Red Rock Canyon Board of Directors.

His attraction to the Open Space is from both a hiking and a mountain biking perspective, and brings a deep appreciation of the of the Open Space and outdoor resources found in Colorado.

Russ' background is in computer and network security, and he is a natural fit with the website design and more technical parts of the Board's activities.

"It is an honor and privilege to serve with a team dedicated to the preservation and stewardship of Red Rocks Canyon Open Space." Welcome Russell!

Save the Red Rock Canyon Pond Indy Give Campaign Kickoff

As a Friend of Red Rock Canyon Open Space, you all know and love our Open Space as the primary recreational attraction on our City's Westside, encompassing plentiful wildlife, historical sites, unique geological formations, and paleontological sites. However, the recent drought has turned one of our former gems - the ponds near the Open Air Pavilion - into an eyesore and a grave concern for the wildlife dependent upon its life-sustaining waters. In cooperation with the City, the Friends of Red Rock Canyon wish to restore the upper pond to a level which will supply the needs of the



plants and animals, improve the local health and ecology, make an aesthetically pleasing and uniquely tranquil environment for those enjoying the open space, provide a source of water to help with fire mitigation and control, and properly reflect the history of the property. During the August re-start of the Master Plan process, a

public poll revealed broad public support (over 80%) for this project.

Preliminary studies conducted by the City show that there is a viable approach to restore the upper pond. The restoration will require careful coordination with and the approval of multiple State and City managing agencies. Work will have to be done on both dams to bring them into compliance with Colorado Department of Resources' requirements and allow the waters to flow through to Fountain Creek rather than remaining trapped in the pond. One aspect of the proposed plan will be to construct a water service line from Highway 24 to the Open Air Pavilion area to facilitate an initial top-up and annual refills to replace evaporation loss. (Note that the installation of the water line may open up future projects such as improved rest room facilities.)

The Friends of Red Rock Canyon has been invited to and will join the Colorado Springs Independent Give Campaign this year to raise funds to support the "Save the Red Rock Canyon Pond" project. Actual donations will begin in November, but we are well into the planning process for the Give Campaign.

If any Friend wishes to pledge a Matching Grant of \$500 or more (deadline by 30 Sep for the pledge), which will be used to match and leverage other donations, please contact our Treasurer, David Valier, or me, at friends@RedRockCanyon.org (with "Indy Give Match" in the subject line).

Contributed by: Christopher Jones
 Email your comments to Christopher at friends@RedRockCanyonOpenSpace.org with his name in the Subject line.
 Pictures by Dave Dombach, 2007 and 2012.

Are you interested in preserving our Open Space?
Are you a biker, hiker, climber, interested in plants, flowers or animals, or a person that enjoys the beauty of the outdoors?
Join Friends of Red Rock Canyon and help us keep our open space beautiful.

Don't forget to check your renewal date on the back page of the newsletter.

FRIENDS OF RED ROCK CANYON

Membership Form for FRIENDS OF RED ROCK CANYON

Name: _____ Home Phone: _____

Address: _____ Work Phone: _____

City/State/Zip: _____

Email Address: _____

Newsletter Preference: Delivered via Email Delivered via Mail

Yes, I want to join Friends of Red Rock Canyon for the coming year

___ Individual Member (\$10)

___ Family Membership (\$15) Other Family Members: _____

___ Organization / Business membership (\$30)

I would like to help even more with a contribution of \$ _____

I would like to be involved in volunteer efforts:

___ Trail and stewardship volunteer ___ Educational Programs ___ Serve on Board of Directors

___ Advocacy & Community outreach ___ Other (please describe) _____

Please mail this membership form with your check to:

Friends of Red Rock Canyon
P. O. Box 6754
Colorado Springs, CO 80904-6754

Note: should you want to pay by credit card, go to our website: www.RedRockCanyonOpenSpace.org

(Friends of Red Rock Canyon is a 501 (c)(3) nonprofit organization. Contributions are tax deductible)

The Red Rock Rag

Friends of Red Rock Canyon

P.O. Box 6754

Colorado Springs, CO 80904-6754

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 **MEMBERSHIP
RENEWAL DATE**

Friends of Red Rock Canyon

Friends of Red Rock Canyon Board of Directors

President: Karl Klepfer
Vice President: Shanti Toll
Treasurer: David Valier
Secretary: Christopher Jones
Newsletter Editor: (Open)
Webmaster: Russell Wharton

Special Projects:

Dave Schell, Ted Smith, Mark Owen,
Dave Dombach, Don Ellis (Historian)

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Facebook

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