

---

# ***VISITOR IMPROVEMENT FUND ADVISORY BOARD***

---

## ***Regular Meeting Agenda***

August 13, 2013  
12:00 p.m.

Rifle City Hall  
Conference Room  
202 Railroad Avenue  
Rifle, CO

---

*The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.*

- |            |  |
|------------|--|
| 12:00 p.m. | 1. Call to Order and Roll Call   |
| 12:05 p.m. | 2. Approval of Minutes from June 11, 2013 Regular Meeting  |
| 12:10 p.m. | 3. Accept Sean Strode's Resignation from the Board   |
| 12:15 p.m. | 4. Consider recommending appointment of a regular Board member and an alternate Board member to City Council |
| 12:20 p.m. | 5. Quarterly report from Rifle Area Chamber of Commerce on Marketing and Advertising (Frank Ladd)            |
| 12:35 p.m. | 6. Consider Grant Request for City of Rifle Fall Festival (Blair Bracken)                                    |
| 12:45 p.m. | 7. Review 2014 Grant Request for Northwest Colorado Cultural Heritage Tourism (Nancy Kramer)                 |
| 12:55p.m.  | 8. Reschedule the September 10, 2013 Board meeting – it conflicts with Election Day (Kristy Christensen)     |
| 12:40 p.m. | 9. Discuss Strategic Planning scheduled for September 12, 2013 (Kristy )                                     |
| 12:50p.m.  | 10 Other discussion items  |
| 1:00p.m.   | 11 Adjourn   |

*The order and times of agenda items listed above are approximate and intended as a guideline for the Board.*

---

*Next Regular Meeting: September 10, 2013*

# **VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING**

Tuesday, June 11, 2013, 2013  
REGULAR MEETING  
Noon \* City Hall Conference Room

The regular meeting of the Board was called to order at 12:10 p.m. by Chair Gil Frontella.

**PRESENT ON ROLL CALL:** Board Members, Sara Brainard, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, and Carol Mozingo,

Board Member Brainard moved to excuse Blair Bracken and Sean Strode from today's meeting; seconded by Board Member Kelley. The motion passed unanimously.

**OTHERS PRESENT:** Matt Sturgeon, City Manager; Kristy Christensen, Deputy City Clerk; and Helen Rogers, Project Manager, Downtown Development Authority;

## **ITEMS ON THE AGENDA**

### ***APPROVAL OF MINUTES FROM THE MAY 14, 2013 REGULAR MEETING***

Board Member Kelley moved to approve the minutes as presented; seconded by Board Member Brainard. The motion passed unanimously.

### ***CONSIDER AGENDA ITEMS FOR THE JUNE 12, 2013 WORKSHOP WITH CITY COUNCIL***

The Board decided on the following list of items they would like to discuss with Council at the June 12th Workshop:

1. Review the budget
2. Discuss current and future projects including the Rifle Boat Ramp
3. Strategic Planning for the Board before the 2014 budget process begins

### ***UPDATE ON THE RIFLE BOAT RAMP (HELEN ROGERS)***

Ms. Rogers, Project Manager, Downtown Development Authority presented the Colorado Department of Transportation (CDOT) lease agreement for the Rifle Boat Ramp to City Council at the June 5<sup>th</sup> meeting. City Council approved the payment in the amount of \$1,250 from the VIF fund.

Ms. Rogers estimates \$80,000 will be required from supporters for matching grant funds. The Board will continue to request funds from other community organizations.

### ***UPDATE ON THE NORTHWEST COLORADO CULTURAL HERITAGE TOURISM PROJECTS (HELEN ROGERS)***

Ms. Rogers Project Manager, Downtown Development Authority gave an update on the Northwest Colorado Cultural Heritage Tourism (NWCCHT). NWCCHT will be discussing locations for gateway signage at their next meeting. They will soon be requesting funding from local entities including the Board to pay for the gateway signage.

***DISCUSS THE GRANT APPLICATION PROCESS***

The Board discussed the grant application process. The Board agreed they would like some kind of follow-up report from the entities receiving grant monies on how the funds were used. They would like the report to include projections or need for funding in upcoming year.

Kristy Christensen will bring a draft or some examples of a follow up report to the next meeting.

***OTHER DISCUSSION ITEMS***

The Board discussed these additional items:

- Ms. Rogers stated the Dana Ingram, Main Street Coordinator for the Rifle Regional Economic Development Corporation (RREDC) is moving. Dana is currently overseeing First Fridays and Ms. Rogers is concerned that the program may need some extra assistance for it to continue. She believes it may potentially need additional funding next year for the event to continue.
- Ms. Rogers noted the DDA has spent \$6,800 in wayfinding designs. Ms. Rogers expects the DDA to request money from VIF in 2014 to help cover the cost.

The meeting adjourned at 1:08 p.m.

---

Kristy Christensen  
Deputy City Clerk

---

Gil Frontella  
Chair

## Kristy Christensen

---

**From:** Sean Strobe [sean.strobe@gmail.com]  
**Sent:** Monday, June 17, 2013 9:34 PM  
**To:** Helen Rogers; Kristy Christensen  
**Subject:** VIF resignation

Helen & Kristy,

I thought I would send both of you this email. Helen if you can inform Gill, as the Chair of VIF, I would appreciate that.

Dear Visitor Improvement Advisory Board,

Due to a recent change of employment, I am no longer able to volunteer my time with VIF and/or attend monthly meetings. I apologize for any inconvenience this may cause to the board and it's members. I am honored to have had the opportunity to work along side some of Rifle's finest citizens and leaders. Thank you for the opportunity to serve the people of Rifle.

Sincerely,

Sean Strobe

--

[New Ute Events Center](#)  
[Rifle Recreation & Community Center](#)

Visitor Improvements Fund Advisory Board

**RECEIVED**

JUL 19 2013

City of Rifle  
Clerk's Office

Kristine Llacuna  
Ladybug Express, Inc.  
133 West 3rd Street  
Rifle, CO 81650  
(970)665-9243  
Ladybugexp@hotmail.com

July 17, 2013

I am writing this letter to seek a alternate seat on the Visitor Improvement Fund. Hoping to join the board when a seat is available. I am a business owner in Rifle and a resident for 25 years. I am in love with this town and all the improvements made in the recent years and would like to put in my two cents. I help out with Main street, First Fridays, RING, ambassador for the Chamber and of course live my life in Rifle helping with my church and kid's schools and staying active in all Rifle has to offer. If you believe I can fit in to this board please let me know.

Thanks,  
Kristine Llacuna



Visitor Improvement Fund  
 City of Rifle  
 202 Railroad Avenue  
 Rifle, CO 81650

## Application for Funding

### Applicant Information

Date:

Organization Requesting Grant: CITY OF RIFLE / PARKS & REC / FALL FESTIVAL

Contact Person: BLAIR BRACKEN

Phone Number: 970-665-6574

E-mail Address BBRACKEN@RIFLECO.ORG

### Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>SARA BRAUNARD</u>		
<u>MICHAEL CHURCHILL</u>		
<u>BETTY FITZGERIBBONS</u>		
<u>CHRISTY GRAY</u>		
<u>RYAN MACKLEY</u>		
<u>WILMA PADDOCK</u>		
<u>TOM STIVER / ED WEISS</u>		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	<input type="checkbox"/>
Historic Preservation:	<input type="checkbox"/>
Special Events:	<input checked="" type="checkbox"/>
City Beautification:	<input type="checkbox"/>
City Promotion:	<input type="checkbox"/>

## Grant Request

Amount requested from VIF: \$ 3,000

Number of people benefiting from the funding: RIFLE COMMUNITY

Detailed Project Description: FALL FESTIVAL FUNDING FOR ENTERTAINMENT - BANDS/  
ACTIVITIES, ETC. to provide a free community event and Fall celebration.

How will the money be used

## Proposed Project Budget

Revenues or other funding sources:

Amount:

POSSIBLE SPONSORSHIPS FROM OTHER BUSINESSES -

?

Expenses:

Amount:

12-5 PM SOUND ENFORCEMENT

Getting a quote

BANDS

2,000 - 3,000

PIE?

ADVERTISING

~~500.00~~ 500.00

MISC. ITEMS (AXES/TROPHIES)

### For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:



**Visitor Improvement Fund City of Rifle  
202 Railroad Avenue Rifle, CO 81650**

**Applicant Information**

**Date:** August 6, 2013

**Organization Requesting Grant:** Community Agriculture alliance – Northwest Colorado Cultural Heritage Tourism Program(NWCCHT)

**Contact Person:** Nancy B Kramer, Program Coordinator

**Phone Number:** (970) 879-4370

**E-mail Address:** [nbkramer@communityagalliance.org](mailto:nbkramer@communityagalliance.org)

**Organization's Board of Directors or Trustees**

**Name** – The NWCCHT is currently a program of the community Agriculture Alliance. The program has a very engaged steering committee, of which the Helen Roger and Richard Rhoades continue to participate with past Rifle Chamber marketing staff member Kacey Beres participating prior to her departure. Efforts to engage new chamber representation will be made this fall. A strategic goal for the program is to work toward an independent 501c3 charitable organization with a focus on education. Organizational development efforts are ongoing at this time. It is anticipated this will be accomplished by the end of 2014 or early in 2015. Attached is a complete list of the Community Agriculture Alliance Board of directors and Advisors and a sampling of the regional steering committee for NWCCHT.

**Phone #**

**e-mail address**

**The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:**

**Please check which areas your request falls under:**

**Visitor Improvement and Attractions:** X

**Historic Preservation:** X

**Special Events:**

**City Beautification:**

**City Promotion:** X

**Grant Request**

**Amount requested from VIF:** \$4,500

**Number of people benefiting from the funding:** The Number of people benefiting will be determined by the site that is chosen for the sign installation. It is intended to be placed in high tourist traffic area to assure maximum visitor engagement.

**Detailed Project Description:** The proposed project is to engage and inform visitors to Rifle Colorado about the history and vast heritage and cultural assets of the community and surrounding area. This will be accomplished through the development of an Interpretive Gateway sign that will share the legacy and community icons through quality graphic design and compelling photography. The signs are two sided with one panel dedicated to a map and description of the region and the other dedicated to a specific community. Local historians and visitor related organization representatives will participate in the selection of the stories and assets to be shared. A locator map will assist visitors in finding their way to highlighted community icon such as historic building, sites, and natural resource areas. This will assist visitors in finding their way into and around the community. The cultural travel market is made up of visitors that stay longer and spend more monies in a community. A diagram of the sign and a template sample community and regional panel are included in this packet for demonstration of the project. Large formatted version will be available for in-person presentation.

**How will the money be used:** Funds will be used to complete design, fabrication and installation of 2 sided Community Gateway Interpretive Sign for the community of Rifle Colorado. Design and fabrication are based on experience gained with similar projects in other NWCCHT communities in Routt, Jackson, Moffat and Rio Blanco County.

**Proposed Project Budget:**

**Revenues or other funding sources;** \$4,500 – Garfield County Commissioners have approved a 1:1 match for the project.

**Total Amount of Project:** \$9,000

**Project Expenses:** \$9,000

Budget is based on original project costs (Routt, Moffat, Rio Blanco and Jackson County)

- Panel Research, Development coordination: \$900
- Panel Design fee \$2,600
- Panel Fabrication: \$1,500
- Frames Fabrication: \$2,500
- Installation (includes site prep and mileage) \$1,500
- Total Amount:** \$9,000



**For Office Use Only**

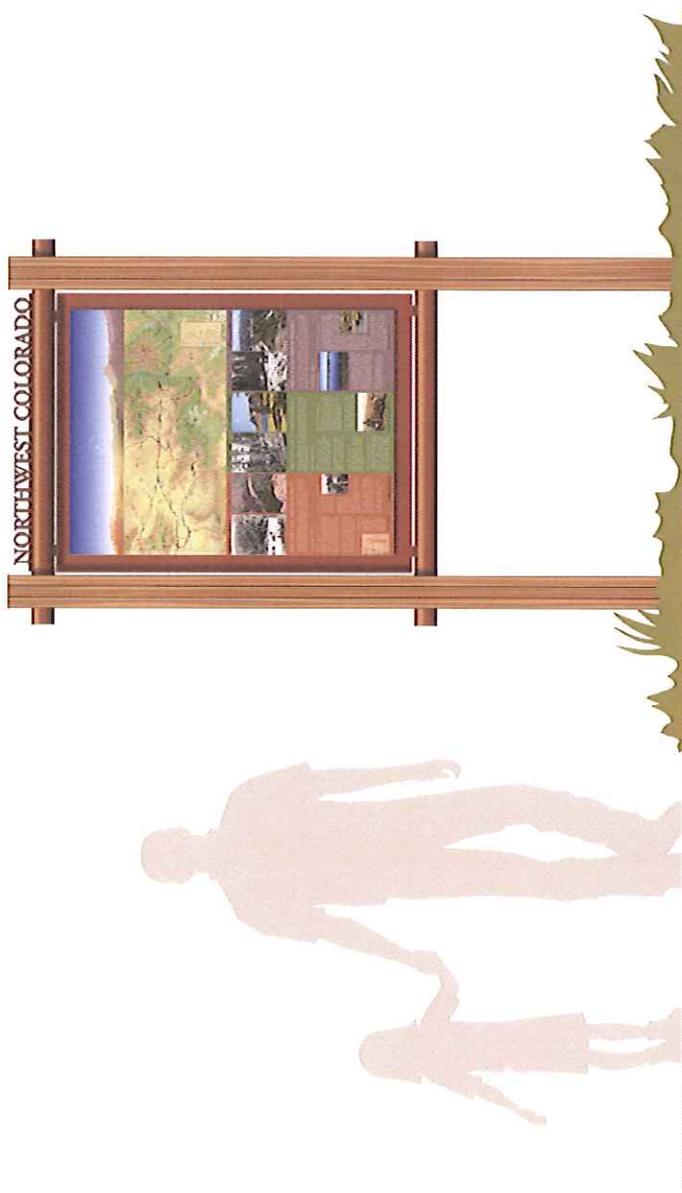
VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:



## Community Gateway Interpretive Sign Project - Northwest Colorado Cultural Heritage Tourism Program



Conceptual Design of Upright Wayside "Gateway"

### **BRANDING PLAN: INTERPRETIVE SIGNS**

Following the National Park Service: *Wayside Exhibits, A Guide to Developing Outdoor Interpretive Exhibits*, two types of waysides have been developed for site specific interpretation:

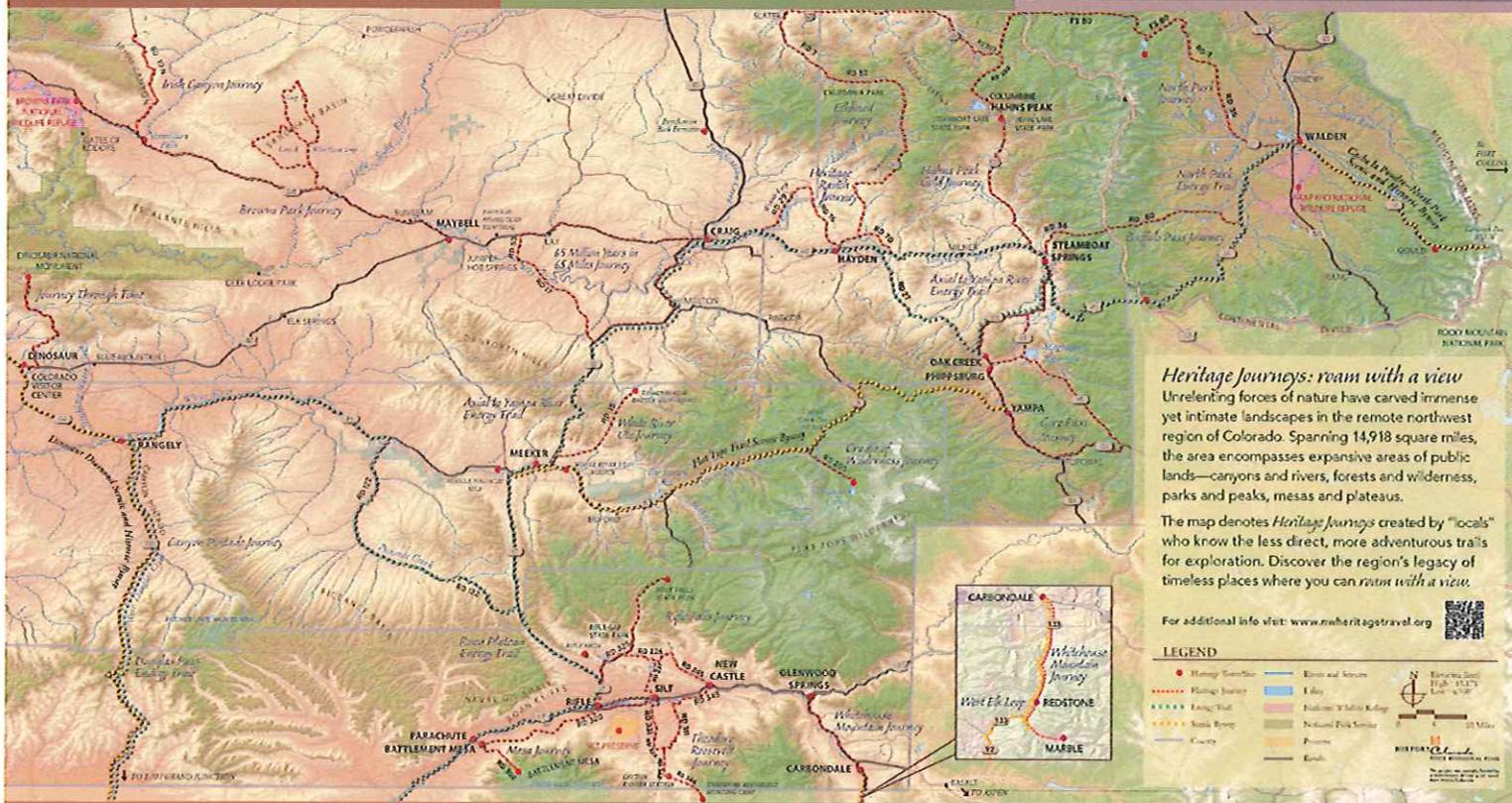
- Upright Waysides to inform regional residents and visitors about a town, region or trail. Signs will be developed based on a Wayside Exhibit Plan specifying fabrication standards for sign structure and panels as well as design guidelines for type size and style, design and formatting, mapping and illustration, interpretive text and headers. The Plan will also include

Site Preparation and specifications for Installation and Maintenance. The Northwest Cultural Heritage signs are designed to meet the National Park Service's Four **Key Factors for successful interpretation:**

- Significant landscape feature with well documented story
- Compelling graphics
- Safe and accessible visitor access
- Routine maintenance for site and sign

# BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

DINOSAUR • RANGELY • BATTLEMENT MESA • PARACHUTE • MAYBELL • MELEKER • RIFLE • SILE • NEW CASTLE • CRAIG • GLENWOOD SPRINGS • CARBONDALE • HAYDEN • WILDERNESS • WALKER • NORTH PARK • GOULD



## Heritage Journeys: roam with a view

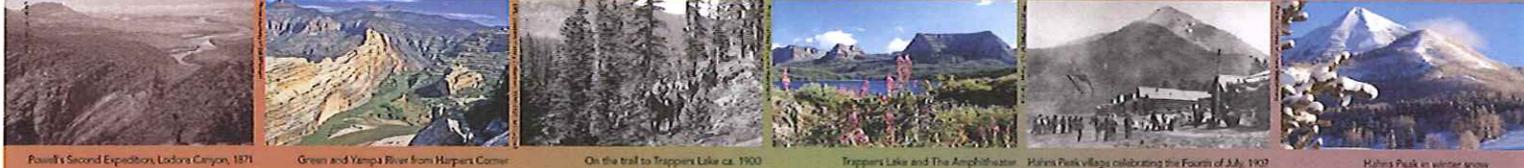
Unrelenting forces of nature have carved immense yet intimate landscapes in the remote northwest region of Colorado. Spanning 14,918 square miles, the area encompasses expansive areas of public lands—canyons and rivers, forests and wilderness, parks and peaks, mesas and plateaus.

The map denotes *Heritage Journeys* created by "locals" who know the less direct, more adventurous trails for exploration. Discover the region's legacy of timeless places where you can roam with a view.

For additional info visit: [www.nwheritagetravel.org](http://www.nwheritagetravel.org)

**LEGEND**

- Heritage Journeys
- Heritage Trails
- Energy Trails
- Counties
- Historical Sites
- Lakes
- National Wildlife Refuges
- National Park Service
- Peaks
- Plateaus



Powell's Second Expedition, Lodore Canyon, 1871

Green and Yampa River from Happers Corner

On the trail to Trappers Lake ca. 1900

Trappers Lake and The Amphitheater

Hahns Peak village celebrating the Fourth of July, 1907

Hahns Peak in winter snow

## canyons & rivers

**Irish Canyon Journey:** Rock art sites abound in the canyon of this 1,000-foot deep dry gorge.

**Canyon Pintado Journey:** The striking rock art of the Fremont people in the "Painted Canyon," dates back to 1200 BC.

**Browns Park Journey:** Appearing much as it did one hundred years ago, this high desert valley was a favored Ute Indian wintering

area—and given its access to three state borders, outlaws. Browns Park National Wildlife Refuge offers you wildlife viewing and scenic solitude.

**Journey through Time:** The first Powell Expedition in 1869 ran the Green River in oak boats. Today, in Dinosaur National Monument you can raft the river or hike to a precipice above the confluence of the Green and Yampa Rivers and see for miles.

## forests & wilderness

**65 Million Years in 65 Miles Journey:** Explore geological time—from fossils and coal deposits to hot springs.

**White River Ute Journey:** Through the ancestral home of the Ute Indians, this trail traces the history of conflict over land and ways of life.

**Heritage Ranch Journey:** This loop passes ranches listed on local, state, and national registers of historic places.

**Elkhead Journey:** Take a day-long trek through stunning California Park to Slater, a ranching town, and then to historic mines.

**Eradle of Wilderness Journey:** Trappers Lake offers views of the Flat Tops and opportunities for fishing, hiking, and camping.

**Gore Pass Journey:** A stage route from Steamboat Springs to historic mining and railroad towns.

## mountains & parks

**Buffalo Pass Journey:** Rarely open before July 4th, this Continental Divide journey provides remarkable scenic vistas as the pass climbs over 3,000 feet. While in North Park don't miss Arapaho National Wildlife Refuge. Created in 1967, the Refuge provides habitat for waterfowl and moose. Bring your camera and take the six-mile self-guided tour to learn about the wildlife and habitats in the Refuge.

**Hahns Peak Gold Journey:** After the gold bust, Hahns Peak became a mining ghost town, yet over time timber harvesting brought people back into the area. Today, Hahns Peak is a quiet historic village.

**North Park Journey:** From Walden to Laka John, a remote 656-acre high plains lake, you travel across the Continental Divide to unique recreational opportunities.



Theodore Roosevelt hunting in Garfield County, 1903

Vast body of oil shale, ca. 1910

Drilling near Rangely

Garfield County's Union Mine Workers, 1913

Battlement reveals geological layers

## mesas & plateaus

**Mesa Journey:** Travel to Battlement Reservoir, a chain of lakes carved out by horse-drawn equipment in the 1890s. This pristine setting offers fishing and hiking.

**Mesa Journey:** Along this route, Theodore Roosevelt hunted bear and lynx in 1905.

**Rifle Falls Journey:** A scenic loop featuring a trio of side by side cascading waterfalls and limestone caves.

**Whitehouse Mountain Journey:** Trek to Marble where, at 9,500 feet marble was out from the mountain and hauled over a three mile wagon road.

## energy trail

**Douglas Pass Energy Trail:** Paralleling the Canyon Pintado Journey, this trail reveals the story of oil in Colorado. In the 1930s, oilmen drilled over a mile down to a vast pocket of trapped oil measuring ten miles long and five miles wide.

**Roan Plateau Energy Trail:** The world's largest known source of oil shale was deposited 50 million years ago in an area north of Rifle. It is estimated that 1.8 trillion barrels of oil exists within the shale of the Roan Cliff area.

**Axial to Yampa River Energy Trail:** Traveling north on Hwy 13 to Craig you enter coal mining territory. This "black gold" enticed miners to the region beginning in the 1870s. Today coal still supplies the state's energy needs as do the oil fields just south of the town of Miner.

**North Park Energy Trail:** Glacial meltwater carved rock terraces and faults in the North Park basin, which trapped oil. The first oil well was drilled in the 1920s west of Walden. Named McCallum Field, this drill site has accounted for more than half the oil production in North Park.

# BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

## STEAMBOAT SPRINGS

### community legacy

This remote northwest region of Colorado had long served as the Ute Indians' summertime hunting grounds. Later, trappers and mountain men pursued small game to sell the hides to the fur traders. Legend has it that French fur trappers thought the spring along the Yampa River sounded like a steamboat.

In 1875 James Crawford arrived with his family to file a homestead claim and establish what would become the town of Steamboat Springs. Rugged homesteaders soon followed to raise cattle or sheep. Others established businesses or worked in the nearby gold and coal mines.

The town remained isolated until the arrival of the Denver, Northwest and Pacific Railroad in 1908. The rail line from Denver across the Continental Divide enabled year-round transportation of livestock and coal as well as passenger travel. Today, the railroad still transports coal from the region.

For directions and information: [www.nwcoloradoheritagetravel.org](http://www.nwcoloradoheritagetravel.org)



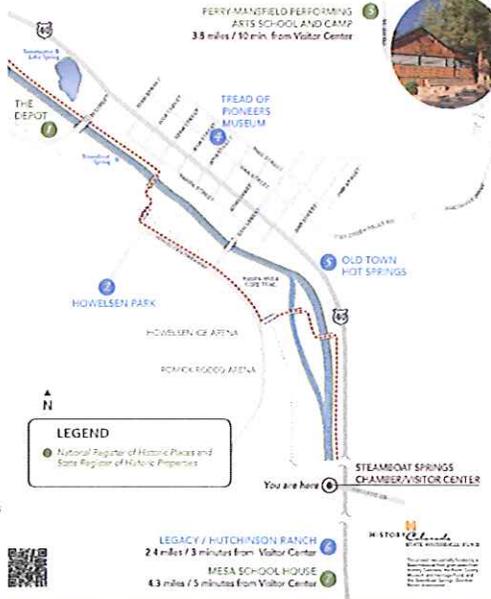
1 Eleanor Bliss Center for the Arts at the Depot 1001 13th Street

By 1913 the Steamboat Springs' Depot was the largest cattle shipping center in the country. Placed on the National Register of Historic Places in 1978, "The Art Depot" is now a thriving art and community center where you can enjoy exhibits, classes, and performances.



2 Howelsen Park Howelsen Parkway

This City Park includes the oldest operating ski hill in Colorado and is named for Norwegian ski champion, Carl Howelsen, who introduced the community to ski jumping and recreational skiing. The all-season sports complex is home to the Steamboat Springs Winter Sports Club, a training organization for aspiring and Olympic athletes.



**LEGEND**  
 ● National Register of Historic Places and State Register of Historic Properties

LEGACY / HUTCHINSON RANCH 2.4 miles / 3 minutes from Visitor Center  
 MESA SCHOOLHOUSE 6.3 miles / 15 minutes from Visitor Center



3 Perry-Mansfield Performing Arts School and Camp 40755 County Road 36

Charlotte Perry and Portia Mansfield's dream of creating a theatre and dance camp in the mountains of Steamboat Springs was fulfilled in 1915. Today, the School and Camp is recognized as the oldest continuously operating performing arts school and camp in the nation.

4 Tread of Pioneers Museum 800 Oak Street

Set in a 1908 Queen Anne-style Victorian home, the Museum engages visitors in exploring the region's legacy of Native Americans, ranching, mining, and pioneers. Trace the history of skiing, ski jumping, and Olympic heritage in Steamboat Springs in our Ski Town U.S.A.® exhibit.

5 Old Town Hot Springs 136 Lincoln Avenue

The Ute Indians, who summertime in the valley long before the arrival of settlers, believed the area's natural mineral springs had healing and spiritual powers. Pioneers enjoyed the "heart spring" and its 103-degree waters as early as 1875. Old Town Hot Springs has provided locals and visitors a place to rejuvenate and relax for over 100 years.



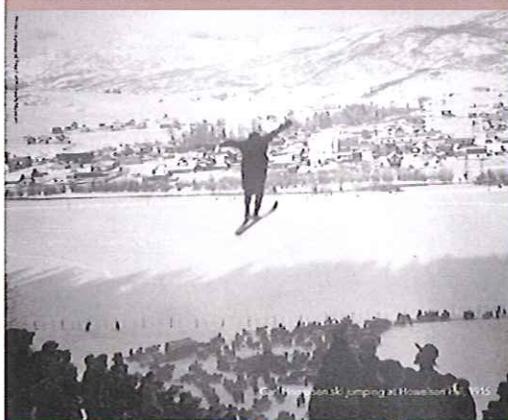
6 Legacy / Hutchinson Ranch 35435 Highway 40

The 130-acre ranch preserves the high country farming and ranching history of northwest Colorado. This ranch has been operating and intact since 1899 and continues to demonstrate a time-honored way of life.



7 Mesa Schoolhouse 33965 Highway 40

Built in 1916, the school served grades one through eight until rural school district consolidation was complete in 1959. The Schoolhouse was restored in 2000 with the support of Historic Routt County and gifted to the City of Steamboat Springs for use as a community meeting center.



### working landscape: ranching and rodeos

Open-range cattle operations were common in northwest Colorado prior to the 1880s, but Steamboat Springs and its allure of free land drew a hopeful and unique group to the area—homesteaders. These hardy settlers braved heavy snows and long winters. The life was not easy, and some ultimately sold their parcels. The folks who remained

started family ranching traditions that continue to this day. Many of those who stayed were the ancestors of current multi-generational ranchers and farmers who continue to raise cattle, sheep, and wheat. Routt County is well-known for its high quality grass hay, one of the region's principal agriculture commodities.



### arts and culture

The citizens of Steamboat Springs have supported arts, culture, and learning since the town's beginning. Visionary leaders founded a public library, opened a public school, and promoted the arts. Starting in 1915, summer students from all over the

nation journeyed to Steamboat Springs to attend Perry-Mansfield Performing Arts School and Camp, the oldest continuous operation of its type in the U.S. The town's galleries, performances, library, museums, and schools reflect an ongoing commitment to culture.



View of the Steamboat Ski Resort from Downtown Steamboat Springs



Two Cooby Downhill riders compete in the Cooby Downhill at Steamboat Springs

### skiing heritage: ski town u.s.a.®

Winters in Steamboat Springs could be long with heavy snows that often made travel difficult. People in the area relied on skis to get to where they needed to go. When Carl Howelsen arrived in Steamboat Springs in 1913, the ski jumper from Norway introduced residents to the sports of skiing and ski jumping.

The winter fun has continued, and since 1915, Howelsen Hill has held awe-inspiring Winter Carnival stunts

and competitions. Storm Mountain, known today as Mount Werner, opened in 1963, launching the world-class ski resort that attracts winter enthusiasts from around the world.

For locals and visitors alike, there is nothing like Ski Town U.S.A.® and its trademark Champagne Powder.® Today, Steamboat Springs prides itself with the distinction of producing more Olympic athletes than any other town in North America.



Winter feeding on a Routt County ranch



Ute Indians teaching the trail

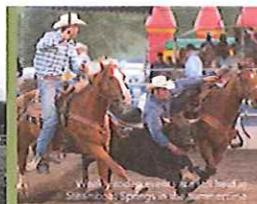
### natural landscape

Ute Indians traveled to the Yampa Valley because of the abundant game, fish, plants, and the local mineral springs during summer months.

Today, people still come to the valley seeking the same outdoor pursuits and often follow the trails of the region's earliest travelers.



Edgar Bick on a horse, 1922



Steamboat Springs parade



Ute Camp



Ute fisherman enjoying the local water

2013 NW Colorado Cultural Heritage Community Representatives - Bloggin and Journey Development Resource list

Communities and Organizations	County	Representative	Phone	E-mail
Battlement Mesa	Garfield	Keith Lammey	285-7844	<a href="mailto:klammey@elkpeaks.com">klammey@elkpeaks.com</a>
Carbondale Chamber	Garfield	Andrea Stewart	963-1890	<a href="mailto:andrea@carbondale.com">andrea@carbondale.com</a>
Carbondale -Mt. Sopris Historical Society	Garfield	Beth White	970-963-7041	<a href="mailto:bethwhitephotography@gmail.com">bethwhitephotography@gmail.com</a>
Glenwood Springs - Frontier Historical Society	Garfield	Cindy Hines	945-4448	<a href="mailto:history@rof.net">history@rof.net</a>
Glenwood Springs Chamber	Garfield	Lisa Langer	945-6589 x110	<a href="mailto:lisa@glenwoodchamber.com">lisa@glenwoodchamber.com</a>
Hahns Peak - North Routt	Routt	Becky Hicks	879-3679	<a href="mailto:beckyofsteamboat@gmail.com">beckyofsteamboat@gmail.com</a>
Hayden Heritage Museum	Routt	Laurel Watson	(970) 276-4380	<a href="mailto:heritagemuseum@nctelecom.net">heritagemuseum@nctelecom.net</a>
Marble	Garfield/Gunnison	Charlotte Graham	704-0567	<a href="mailto:marbledweller@wildblue.net">marbledweller@wildblue.net</a>
Meeker Chamber of Commerce	Rio Blanco	Katelin Cook	8789-5510	<a href="mailto:director@meekerchamber.com">director@meekerchamber.com</a>
Moffat County Tourism Association	Moffat	Melody Villard	824-2335/629-2035	<a href="mailto:mwillard@moffatcounty.net">mwillard@moffatcounty.net</a>
New Castle	Garfield	Bruce Leland	(970) 984-3864	<a href="mailto:bruceleland@sopris.net">bruceleland@sopris.net</a>
Oak Creek - Tracks and Trails Museum	Routt	Nita Naugle	736-8245	<a href="mailto:tracksandtrailsmuseum@gmail.com">tracksandtrailsmuseum@gmail.com</a>
Parachute - Grand Valley Hist. Soc.	Garfield	Judith Hayward	285-9696	<a href="mailto:judi.heart@juno.com">judi.heart@juno.com</a>
Rangely - Town of Rangely	Rio Blanco	Lisa Piering	675-8476	<a href="mailto:lpiering@rangelygovt.com">lpiering@rangelygovt.com</a>
Rangely Chamber	Rio Blanco	TBD	675-5290	
Rifle Area Chamber	Garfield	TBD	625-2085 x2	<a href="mailto:mail@riflechamber.com">mail@riflechamber.com</a>
Silt	Garfield	Fran Thrower	618-5779	<a href="mailto:silthistorical@yahoo.com">silthistorical@yahoo.com</a>
Silt Historical Park	Garfield	Bill Smith	618-4182	<a href="mailto:bsstudio@willowwisp.net">bsstudio@willowwisp.net</a>
Steamboat Springs	Routt	Nancy B. Kramer	879-4370	<a href="mailto:nbkramer@communityvagaliance.org">nbkramer@communityvagaliance.org</a>
Walden - North Park Visitors Bureau	Jackson	Jamie Brown		<a href="mailto:jamie067@centurytel.net">jamie067@centurytel.net</a>
Yampa - Town of Yampa	Routt	Janet Ray	638-4480/638-4511	<a href="mailto:jray@townofyampa.com">jray@townofyampa.com</a>

2012 - 2013 Board of Directors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Carol (Shine) Atha PO Box 772323 Steamboat Springs CO 80477	Part-time Office: Ski Haus	879-4055 Home 846-4055 Cell c.atha@earthlink.net	Board Co-chair Term #2 Appointed October 2009 Expires December 2013	Perry Mansfield Board Steamboat Arts Council Board
Dan Bell 33560 Rodeo Drive Steamboat Springs CO 80487	General Manager, Storm Mountain Ranch	846-9921 Cell dan.smr@gmail.com	Board Secretary Term #1 Appointed August 2011 Expires December 2013	
Chris Bradley 2540 Copper Ridge Drive #2 Steamboat Springs CO 80487	Owner, Sacred Resource Top Drawer Inc	870-9605 Work 871-1516 Home 846-9760 Cell	Board Member Term #1 Appointed August 2011 Expires December 2013	Deep Roots Food Trust Pres. NW Colo Products member YV Sustainability member Transition Steamboat member
Greg Brown 22455 RCR 56 Steamboat Springs CO 80487	Routt County Weed Supervisor  Rancher: Sheep	870-5246 Work 879-7089 Home	Board Co-chair Term #1 Appointed August 2011 Expires December 2013	Past CAA Board Member Colorado Woolgrowers
Barry Castagnasso PO Box 807 Hayden CO 81639	Rancher: Draft Horses, Hay	276-3693 Home/Work 819-2948 Cell bcastagnasso@yahoo.com	Board Member Term #3 Appointed August 2006 Expires December 2014	Tri-county Farmers Union Clydesdale Breeders of USA Clydesdale Horse Assn of Canada
Medora Fralick 36155 RCR 51 Hayden CO 81639	Owner, Commercial Property Group And Homes&Land Steamboat Spgs Arabian Horse Breeder	879-1402 x 1 Work 846-4866 Cell 276-4945 Home 879-7777 Fax mfralick@springsips.com	Board Treasurer Term #7 Appointed July 1999 Expires December 2014	Western Slope Reining Horse Assn RoCo Agriculture Youth & Heritage
Diane Holly HC 66 Box 8 Steamboat Springs CO 80487	Rancher: Cattle, Hay Elk Guide and Outfitting	879-4210 Home 819-5900 Cell overlookranch@zirkel.us	Board Member Past Board Treasurer Term #2 Appointed August 2008 Expires December 2014	Routt County Cattle Women Hayden Museum Board Museum & Heritage Funding Board Reaching Everyone Preventing Suicide
Brett Mason PO Box 1028 Oak Creek CO 80467	Security Manager Steamboat Ski  Morgan Horse Breeder	871-5338 Work 846-3057 Cell bmason@steamboat.com	Board Member Term #2 Appointed August 2008 Expires December 2014	South Routt School Board NW CO BOCES Rep for SoRoCo Co-chair of True North American Horse Assn

2012- 2013 Board of Directors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Erika Murphy 28005 RCR 37 Hayden CO 81639	Rancher: Registered Angus Horses Marketing Director	970-276-2190 Home 970-481-7473 Cell coyotecreek@comcast.net	Board Member Term #2 Appointed October 2009 Expires December 2013	YV Horse Show Assn Member American Angus Assn Member RoCo 4-H Scholarship Found. Routt County Cattle Women
Wayne Shoemaker 8190 RCR 3 Toponas CO 80479	Bar A Ranch Manager Owner: Yampa Valley Beef	638-4687 Work waynebara@hughes.net	Board Member Term #1 Appointed August 2011 Expires December 2013	Routt County Cattlemen
Brian Smith PO Box 770939 Steamboat Springs CO 80477	Ranch Partner: Hall & Hall	879-5544 Work 875-0000 Home 846-1262 Cell bsmith@hallandhall.com	Board Member Term #2 Appointed October 2009 Expires December 2013	Member of: Trout Unlimited Rocky Mtn Elk Foundation, Mule Deer Foundation, Pheasants Forever, Ducks Unlimited
Kathy Smith PO Box 461 Hayden CO 81639	Rancher: Cattle, Sheep, Hay, Grain Hunting Camp Cook	276-3805	Board Member Term #4 Appointed August 2005 Expires December 2013	Routt County Cattle Women
Deb Werner PO Box 12 Yampa CO 80483	Lift Operations Director: Steamboat Ski Corp	871-5235 Work 638-0638 Home 734-8537 Cell dwerner@steamboat.com	Board Member Term #2 Appointed October 2009 Expires December 2013	CMC Leadville – Advisor

2012-2013 Board of Advisors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Adonna Allen 41590 RCR 44 Steamboat Springs CO 80487	President, Alpine Bank of Steamboat  Rancher: Cattle and Hay	870-7418 Work 870-6585 Home 879-8597 Fax adonnaallen@alpinebank.com	Board Advisor Board Member 2000-2002	Colorado CattleWomen Treasurer Deep Roots Food Trust Board Treasurer CSU Extension Advisory Board YV Community Foundation Board Women's Foundation of CO Board CARL Graduate Routt County Cattle Women Member Steamboat Springs Chamber Board
Chad Bedell 42205 Story Teller Way Steamboat Springs CO 80487	Ag Manager, Marabou Ranch Guide & Outfitter	846-6201 Cell chadandjenbedell@msn.com	Board Advisor	
Katie Brown PO Box 882951 Steamboat Springs CO 80488	Director of Sales, Steamboat Ski & Resort Corp	871-5486 Work 879-8236 Home 291-1101 Cell 879-7844 Fax kbrown@steamboat.com	Board Advisor Board Member 2001-2012	Catamount Advisory Board Ski Town Rotary Member Leader: Girl Scout/Brownies Mountain Village Properties Board
Tammie Delaney 41090 RCR 80 Hayden CO 81639	Owner: Yampa Valley Feeds/ The Hayden Granary  Rancher: Yak, Horses, Hay	276-4250 Work 846-1404 Cell tamdelaney@gmail.com	Board Advisor Board Member 1999-2008 VAP Committee Co-chair Past Board Co-chair	American Leadership Forum Sr. Fellow CSU State Extension Advisory Board Routt Extension Advisory Vice Chair Hayden EDC Board Secretary Yampa Valley Pony Club Treasurer Vision 2030 Project Manager Hayden Chamber Board
Vonnie Frentress PO Box 282 Hayden CO 81639	Broker/Owner Colorado Group Realty Rancher: Cattle, Grain, Hay, Hunting	276-9101 Work 276-3602 Home 846-4372 Cell vonnief@mybrokers.com	Board Advisor Board Member 2004-2010 Past Board Secretary	
Rod Hanna 3001 S Lincoln, Suite E Steamboat Springs CO 80487	President, Sidney Peak Ranch	879-1940 Work 879-6040 Home 846-7305 Cell 879-7777 Fax rhanna@springsips.com	Board Advisor Board Member 2005-2009	Rotary International Steamboat Art Museum Steamboat Marketing District Doak Walker Memorial Endowment YV Community Foundation
Carl Herold PO Box 135 Yampa CO 80483	Rancher: Cattle and Hay	638-4670 Work/Home cwheroldjr@yahoo.com	Board Advisor VAP Committee Co-chair	Routt County Farm Bureau Routt County Weed Board Colorado Sage Grouse Task Force
Ren Martyn 301 South Lincoln, Ste E Steamboat Springs CO 80487	President: Finger Rock Preserve Rancher: Hay & Wetland Mitigation	879-4546 Work 846-3118 Cell	Board Advisor	Yampa-White River Round Table Steamboat Pro-Rodeo Board

2012-2013 Board of Advisors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Nancy Merrill 40515 RCR 69A Hayden CO 81639	Rancher: Hay	276-1932 Home  nanmerrill@mac.com	Board Advisor	Yampa Valley Birding Club Nature Conservancy Advisory Board
Andy Schaffner PO Box 121 Yampa CO 80483	Water Commissioner Rancher: Hay and Cattle	638-4470 Home 819-4899 Cell andy.schaffner@state.co.us	Board Advisor	CO Water Officials Assn Member Steamboat Orchestra Yampa Valley Singers
Nancy Stahoviak PO Box 773598 Steamboat Springs CO 80477	Routt County Commissioner	879-0108 Work 736-8505 Home 879-3992 Fax nstahoviak@co.routt.co.us	Board Advisor	Vision 2030 Routt County and SS EDC Routt County Cattle Women First Impressions Early Childhood Board Yampa Valley Housing Authority Board
Rich Tremaine PO Box 774525 Steamboat Springs CO 80477	Attorney, Klauzer and Tremaine	879-5003 Work 879-8498 Home 879-1131 Fax rich@ktlaw.com	Board Advisor Board Member 2000-2008 Past Board Co-Chair	Colorado Legal Education 14 <sup>th</sup> Judicial District Performance Commission Fish Creek Meadows HOA
<b>Staff</b>	<b>Organization Position</b>	<b>Contact Information</b>	<b>Ag Alliance Information</b>	<b>Organization/Volunteer Information</b>
Marsha Daughenbaugh PO Box 774134 Steamboat Springs CO 80477	Executive Director, Community Ag Alliance  Rancher: Cattle and Hay	879-4370 Work 846-7054 Cell 879-1820 Home 870-4511 Fax marshad@communityagalliance.org	Executive Director 2003-Present	CO Farm Service Agency State Chair RoCo CattleWomen NW Colorado Farmers Union
Nancy Kramer PO Box 772778 Steamboat Springs CO 80477	Project Coordinator, NWCP Project Coordinator, NWCCHT	879-4370 Work 879-2739 Home 846-2969 Cell nbkramer@communityagalliance.org	Project Coordinator 2007 – Present	Past Steamboat City Council Member Past Exec Director Steamboat Arts Council Community Support Steering Committee
Michele Meyer 23150 Snowshoe Lane Steamboat Springs CO 80487	Fundraiser and Public Relations Coordinator	879-4370 Work 970-214-2298 Cell michele@communityagalliance.org	Fundraiser/PR Coordin. 2011	Past Mktg Director, Larimer Co Hospice Past Mktg Director, Fort Collins United Way