
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda November 8, 2016, 12:00 p.m.

City Hall, Rifle, Colorado
Conference Room
202 Railroad Avenue

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 |
| 12:01 p.m. | 2. Approve Minutes from October 11, 2016 Regular Meeting |
| 12:02 p.m. | 3. Review grant applications and hear from grant applicants <ul style="list-style-type: none">• Action Chainsaw Carving Competition• Rifle Area Chamber of Commerce |
| 12:40 p.m. | 4. Update on VisitRifle website domain name |
| 12:50 p.m. | 5. Recap of Western Adventure Weekend |

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

Next Regular Meeting: December 13, 2016

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31st, April/February 28th, and August/June 30th

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, October 11, 2016
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:02p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Kevin Kelley, Tanya Doose, Debi Billings, Paul Rice.

OTHERS PRESENT: Planning Director Nathan Lindquist; City of Rifle AmeriCorps Cathleen Anthony, Jazmin McFarland with the Rifle Area Chamber of Commerce.

APPROVE MINUTES FROM SEPTEMBER 13, 2016 REGULAR MEETING

Board Member Doose moved to approve the minutes as presented; seconded by Board Member Rice. Motion passed.

DISCUSSION OF 2017 VIF BUDGET

Nathan Lindquist presented draft budget for the next fiscal year.

Discussions on how to elaborate, expand, and bring together events and event proposals.

Board request to adjust budget to reflect cost of keeping the boat ramp open in winter months.

Motion made by Board Member Llacuna to provide \$20,000 towards the Centennial Park Playground from VIF's contingency fund. Seconded by Board Member Strode. Five in favor, one opposed, motion passed.

HOMETOWN HOLIDAY DISCUSSION WITH THE CHAMBER OF COMMERCE

The board and chamber discussed the schedule of events for the signature event.

Discussion also covered the potential cost breakdown of running the event.

2017 BUDGET

Motion made by Board Member Billings to approve the budget as presented so it may then be presented to City Council for their approval; seconded by Board Member Doose. Motion passed.

DISCUSSION ON LOVA BIKE TRAILS

EVENT SERIES DISCUSSION

UPDATE ON VIF FUNDED EVENTS

Garfield County Fair Shuttle

Discussed improvements for next year.

Bookcliffs Arts Center Summer Concert Series

Discussed better collaboration efforts and conflict scheduling mitigation for next year's events.

Meeting adjourned at 1:08p.m.

Cathleen Anthony
City of Rifle AmeriCorps Intern

Kevin Kelley
Chair

For Nov 8th meeting



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

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Amount requested from VIF: \$1000

Describe the program/project for which you are requesting funding:

Annual chainsaw carving competition in Rifle. This competition is designed to highlight the carvers' artistry while exposing people to an up and coming art form. At the same time bringing local businesses and the community together.

Feel free to attach any documentation your organization finds relevant to this funding request to the application.

Please note that we require a representative of your organization to give a brief presentation at noon the 2nd Tuesday of the month after the grant deadline.

Application Deadline	Appearance and Presentation Date	Board votes on application:
February 28 th	2 nd Tuesday in March	2 nd Tuesday in April
June 30 th	2 nd Tuesday in July	2 nd Tuesday in August
October 31 st	2 nd Tuesday in November	2 nd Tuesday in December

If awarded the funding, do you agree to complete and submit the Project Evaluation Form within 60 days of your completed project/program? (Not completing an evaluation form may hinder any future funding applications submitted to the VIF Advisory Board.) yes.

Applicant Information

Date applying: 10/18/16
Organization Name: Action Chainsaw Carving Competition
Address: 810 County Road 223 Rifle Co 811650
Contact Person: Joe Wena
Phone Number: 315-744-0571 E-mail address: jwena1@yahoo.com
Federal Tax Id: 135-70-9016 State Tax Id: 30201160-0000

Organization Summary

Organization's Board of Directors and Trustees

Name	Phone #	E-mail Address
<u>Joe Wena</u>	<u>(315) 744-0571, (520) 1068-9495</u>	<u>jwena1@yahoo.com</u>
<u>Judy Hewitt</u>	<u>970-625-0943</u>	<u>Judy@ActionShopServices.com</u>

Summary of Organization's History

Grant Request

Number of people who stand to benefit: The people of Rifle and the local businesses

In what way will they benefit?

Exposure to the carvers' artistry, entertainment and influx of commerce for local businesses.

Has your organization applied for a grant from the VIF before? Yes No

Projected Expenses of this project	
Expenses	Amount:
Advertising	\$1000 \$600
Prize money	\$1800
Travel Stipend	\$1000
T-shirts, trophies, banner, flyers	\$300
Food and water for the carvers	\$250
Band	\$800
Event Insurance	\$200
Total expenses for the program:	\$4,950 0

Evaluation

What will be the measurable results? (For example, how many people will the project serve?)

How will the organization define and measure success of the program/project?

Due to this competition being an annual event we will judge and measure success by growth of vendors, carvers and the community's attendance. We will measure attendance by the votes cast during the carving competition.

To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle?

An annual event that brings a unique art form of chainsaw carving to the people of Rifle and surrounding areas. As well as providing local artists and craftsmen an opportunity to highlight and sell their wares, along with increased consumer traffic.

If so, when was the last year your organization received a grant payment from VIF? _____

How much was the grant for? _____

What was the grant for?

If funds were granted previously by VIF, describe your plan to create a sustainable program:

In what way does the program/project of your grant request relate to visitor improvement?

The competition will draw people in from surrounding areas to watch the carvers and shop the vendors as well as enjoy the local band.

Description of current programs, activities, and accomplishments of your organization:

Description of activities planned to accomplish future goals:



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

For Office Use Only

VIF Approved the grant request: Yes No
Date approved:
Amount approved:

Was this expense included in the budget: Yes No
Council Approval: Yes No
Date Approved by Council:

Approval:
Budget #:

Application for Funding

Amount requested from VIF: \$500

Describe the program/project for which you are requesting funding:

Visit Rifle newspaper stands that have grab bags
which contain maps of tourist associated
information on Rifle and general area.

Feel free to attach any documentation your organization finds relevant to this funding request to the application.

Please note that we require a representative of your organization to give a brief presentation at noon the 2nd Tuesday of the month after the grant deadline.

Application Deadline	Appearance and Presentation Date	Board votes on application:
February 28 th	2 nd Tuesday in March	2 nd Tuesday in April
June 30 th	2 nd Tuesday in July	2 nd Tuesday in August
October 31 st	2 nd Tuesday in November	2 nd Tuesday in December

If awarded the funding, do you agree to complete and submit the Project Evaluation Form within 60 days of your completed project/program? (Not completing an evaluation form may hinder any future funding applications submitted to the VIF Advisory Board.) yes

Applicant Information

Date applying: 10/20/14
Organization Name: Rifle Area Chamber of Commerce
Address: 100 East 11th Street, Rifle
Contact Person: Gina Reece Long / Jazmin McFarland / Casey Nispe
Phone Number: (970) 625-2085 E-mail address: ~~xxxxxx~~ @ riflechamber.com
Federal Tax Id: 81-0431584 State Tax Id: mail@riflechamber.com

Organization Summary

Organization's Board of Directors and Trustees

Name	Phone #	E-mail Address
------	---------	----------------

See attached list

Summary of Organization's History

61 years serving the Rifle business community and
attracting people to Rifle and the local
area.

Grant Request

Number of people who stand to benefit: Local businesses and

In what way will they benefit? tourists

Drive tourism traffic into local businesses, provide
info to tourist in the area.

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2016

How much was the grant for? \$14,100

What was the grant for? Hometown Holiday signature event

If funds were granted previously by VIF, describe your plan to create a sustainable program:

This is a different program focused on tourism and driving visitors to local site of interest and businesses - a filler for lack of information center.

In what way does the program/project of your grant request relate to visitor improvement?

Provides visitors information while they are in town and the Rifle Information Center is closed.

Description of current programs, activities, and accomplishments of your organization:

Two large community events that attract visitors - Chili Cook off and Hometown Holiday. Support of all local business

Description of activities planned to accomplish future goals:

Will continue to field any/all visits and requests for information about Rifle to strengthen our economy

Projected Expenses of this project	
Expenses	Amount:
newstands - used (3) \$105/each	\$195
repaint materials (3) - \$100 each	\$300
* will use existing maps & brochures available	
Total expenses for the program:	* 495

Evaluation

What will be the measurable results? (For example, how many people will the project serve?)

Based on demand for info - we can track the number of bags taken each month

How will the organization define and measure success of the program/project?

of bags taken @ each location

To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle?

There is no go-to source for visitor info other than the Chamber - these stands in the locations they will serve



2016 Board of Directors

Chairman of the Board

Aron Diaz
1437 Consulting
Rifle, CO 81650
(303) 905-2114

aron@1437consulting.com

Term Ends: 2018

Committees: Executive,
Finance, Nomination

Board Member

Robin Steffen
City of Rifle Police Department
201 East 18th Ave
Rifle, CO 81650
(970) 665-6500

rsteffen@riflenco.org

Term Ends: 2017

Committees: Nomination

Board Member

Peggy Engquist
Down Valley Design Center /
Home of Colorado Kitchens
2136 Airport Road
Rifle, CO 81650
(970) 625-1589

ckl@sopris.net

Term Ends: 2019

Committees: Ambassador's
Liaison -501(c)(3)

Vice Chair

Ryan Gilbert
Bank of Colorado
1200 Railroad Ave
Rifle CO 81650
(970) 625-1266

Ryan.gilbert@bankofcolorado.com

Term Ends: 2017

Committees: Finance,
Nomination

Board Member

Shelbi Bauer
Alpine Bank
100 E. 4th Street
Rifle, CO 81650
(970) 625-7293

shelbibauer@alpinebank.com

Term Ends: 2019

Board Member

Rick Shaffer
U.S. Boiler and Plumbing Co.
1560 Main Street
Silt, CO 81652
(970) 876-1940

u.s.boilerandplumbingcompany@gmail.com

Term Ends: 2018

Treasurer

Ramona Jaeger
Canyon Cleaners
2100 Horseshoe Trail
Silt, CO 81652
(970) 876-5020

Canyoncleaners2000@gmail.com

Term Ends: 2019

Committees: Executive,
Finance, Ambassador's Liaison
- 501(c)(3)

Board Member

Jessica Paugh
Colorado Mtn. College
3695 Airport Road
Rifle, Co 81650
(970) 625-6945

jrpaugh@coloradomtn.edu

Term Ends: 2018

Board Member

Shawn Whitmore
Williams
20219 County Rd. 5
Rifle CO 81650
(970) 285-5906

shawn.whitmore@williams.com

Term Ends: 2017

Chamber Staff

Kasey Nispel
President / CEO
(970) 625-2085, ext. #3
ceo@riflechamber.com

Jazmin McFarland
Promotions Coordinator
(970) 625-2085, ext. #2
mail@riflechamber.com

Kim Burner
Membership Services Director
(970) 625-2085, ext. #4
membership@riflechamber.com