
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

May 14, 2019, 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. Call to Order and Roll Call
- 12:02 p.m. Visitor Introductions
- 12:08 p.m. Approve Minutes from April 9, 2019 meeting
- 12:10 p.m. Clarification of term expirations from April 9, 2019 meeting
- Kevin Kelley – expires May 31, 2020
 - Kristine Llacuna – expires May 31, 2020
 - Garrick Frontella – expires May 31, 2021
- 12:20 p.m. Applicants for open board seats
- Samm Young
 - Evin Sartin
- 1:45 p.m. New Business
- 1:00 p.m. Adjourn

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

Next Regular Meeting: June 11, 2019

The VIF Advisory Board has two Grant Cycles. The **Grant Cycle/Deadline** to submit the application are:
January Cycle – Application Deadline: December 31st Funding: February
June Cycle – Application Deadline: May 31st Funding: July

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday April 9, 2019
REGULAR MEETING
Noon* City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:03 p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Kevin Kelley, Paul Rice, Barb Clifton, Helen Rogers, and Garrick Frontella.

Board Members Angela Strode, Kristine Llacuna, and Tamara Deglar were absent from today's meeting.

OTHERS PRESENT

Main Street Manager Kim Burner, Administrative Assistant Quiirat Portuguez, George Cutting, Robin Stuffer, Public Information Officer Kathy Pototsky, Planning Director Nathan Lindquist,

APPROVE MINUTES FROM FEBRUARY 15, 2019 REGULAR MEETING

Motion made by Helen Rogers to approve minutes, motion seconded by Garrick, motion carries.

REVIEW OF UPCOMING TERM EXPIRATIONS

Paul Rice will be stepping down from the VIF board. The board discusses the open seats on the VIF board. There are two seats currently open. Kevin Kelley asks what the term limits are. Terms are three years long. The ordinance describes the board requires residency of Rifle or representative of Rifle business. Business representatives must be nominated by business. This gives owners and managers of businesses in Rifle a voice on the GRIT board. Kim Burner verifies the wording of the ordinance. There was discussions about whether Kevin Kelly, Garrick Frontella and Kristine Llacuna's seats were up for renewal. Kim Burner will research past meeting minutes to verify last renewal and appointment dates. Application deadline is April 15, 2019. Interviews will take place in May, and in June there will be officer elections.

REVIEW OF PRIORITIES SET DURING STRATEGIC PLANNING

Action items that were agreed upon in the strategic planning meetings are introduced. Board member Rodgers asks if promotions and marketing are being combined. Kim Burner clarifies that events and marketing are combined in the four pillars of the Main Street Program.

KEY POINTS OF THE MEETING

- Creating tools and training for frontline employees of businesses with out of town visitors as guests.
- Continuing to fund the events through the granting process
- Changing the grant to twice a year instead of four.
- Revamping the application and evaluation process.
- Brochures and tear off maps.
- GRIT branding

Board member Burner offers banner options to the board. There are two types of banners; mesh and standard. There are two standard banner prices at \$170.00 or \$ 90.00, 3x5. Mesh banners are \$175.00. Benefits to mesh banners are; less potential wind damage. Three banners are needed this summer for events.

Brochures:

The board is presented a rough draft of the brochures available in Rifle business. The board mentions some picture placements that are doubled.

The board analyzes the rough preliminary layout of the brochures. Board member brings up the fact that the golf course would be a nice feature. Other ideas include the river and a better photo of the reservoir.

Maps:

Tear off maps: Rough plans on strategic planning were sent out. Kim Burner wants to review with board what the key features should be. Board member Kelley suggests we have a QR code on map.

Other Strategic Planning topics

- Way finding signs are within the G.R.I.T. budget. This will include public parking as well.
- The Rifle co-work space impacts economic
- Recreation on the river is in its initial phase. Scott Hann is working with Middle Colorado Watershed Council for displays and trying to get a time line. M.C.W.C. is doing a public survey on how the river is being used now that includes planning from Glenwood to DeBeque for future recreation on the river. Nathan Lindquist brings up the fact that they have no authority on the river and they will need to team up with the cities and army core of engineers to implement any plans.
- Consistency in branding throughout the city.

NEW BUSINESS

- Flowers for Main Street have been ordered. The offices have moved to Rifle.
- The hospital construction will include road improvements.
- Kim Burner verifies that a new Fair Board coordinator and have moved offices to Rifle. Cassidy is a young and experienced county employee.
- Western Adventure newsletter with citywide information. Sign up is available on visitrifle.com on the bottom of the home page.
- The co-work facility will open in early May. They will offer business assistance.

1:10 p.m.: Motion made by board member Kelly to adjourn, seconded by Helen Rodgers. Motion carries

Quiariat Portuguez
Administrative Assistant

Kevin Kelley
Chair



***CITY OF RIFLE
APPLICATION FOR
BOARD VACANCY***

Name: Evin Sartin

Address: 1200 Rail Road Avenue Rifle, CO 81650

Mailing Address (if different):

How long have you been a resident of the City of Rifle? 3 years

E-mail: evin.sartin@bankofcolorado.com Phone: 970-319-6099

Occupation: Vice President Employer: Bank of Colorado

Please list the board(s) and/or commission that you are you interested in being considered for:

The Rifle Visitor Improvement Fund Advisory Board (VIF)

Please describe your interest in serving on this board/commission.

The Rifle Visitor Improvement Fund Advisory Board is a great opportunity for me to help impact the community. During my time in Rifle I have met a lot of great figures in the community who are dedicated to improving the city. My goal when taking my position at Bank of Colorado was to leverage this role as a way to help give back to and improve the community. I believe this advisory board is ideal as it has a large influence over what the city does to improve and develop in accordance with the needs of the community. This advisory board has an integral role in how Rifle will respond to its growth and how it will adapt and diversify to respond to a changing economic landscape. I would be honored to be apart of this process and help the city as well as the larger community.

What do you view as your role if you were selected to be a member of this board/commission?

My role as a new member of a team would be to find a way to add value to the group and learn from my contemporaries. As a younger professional in Rifle, I understand that there is a lot of history and context to understand about this community. I believe Rifle is at a very important stage in its development where it has the potential to step outside of the shadow of the oil and gas industry. My role would be to assist the board in making decisions that would respect the history of the city but also aid in the development of a more economically diverse community.

Please list any civic activities in which you have been involved.

In my time in Rifle I have been honored to serve on the Rifle Animal Shelter's Steering Committee, the Chamber's Hometown Holiday Planning Committee, The Rifle Rendezvous Festival Board, and I am currently in the process of joining the Rifle Rotary and becoming an Ambassador for the Rifle Chamber of commerce.

Please tell us about your qualifications to serve on this board/comission (education, experience, community service, etc.).

I grew up in Carbondale so I had the privilege of being raised in this valley and to experience the support of a close knit community. Though times have changed, I see a lot of similarities between the Carbondale of my youth, and Rifle. I believe this gives me an understanding of what makes our area great and the value of community involvement. I have a Master's degree in finance from CSU in Fort Collins and I have nearly 10 years of experience in the banking industry. I am proud to say I have been able to help many individuals and businesses with their financial needs. Being the head of an institution is great, but it means little if you don't leverage this standing to get involved in the community and find a way to give back to the city. I have used my time in Rifle to get involved with groups and causes I felt would be the most beneficial to impacting the community. Joining this advisory board would be a major honor.

In your opinion, what are the most significant issues facing the City of Rifle?

A lot of my experience with Rifle is that it is at a very crucial stage in its development. Traditionally, the oil and gas industry has dominated the economic aspects of the community. In my opinion leading a financial institution, Rifle is attracting a more diverse population which is starting to change the city. I see a lot of potential for the city to grow as it offers an array of amenities and remains a viable and affordable location for homebuyers. I believe most of the issues for the city are how to respond to this changing environment while also remaining rooted in the traditions and history that have laid a foundation for Rifle.

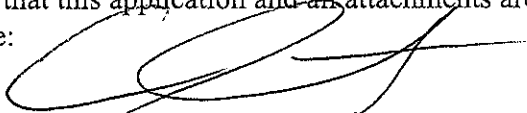
Please provide any additional information or comments which you believe will assist the board/commission in considering your application.

I would just like to express my admiration for the City of Rifle. During my time in the community, I have been impressed with the great individuals I have met at the city and their commitment to improving Rifle. I understand I am a younger member of the business community and a somewhat new addition to the area. I do believe I represent an important group within the growing community that has a desire to serve the city while also offering a fresh mindset. I do have a great respect for the history and tradition of this community and that is a major focus of me wanting to get involved with this advisory board.

Oath of Applicant

I declare that this application and all attachments are true, correct, and complete to the best of my knowledge

Signature:



Applications must be submitted to the City Clerk's office either by mail to 202 Railroad Avenue, Rifle, CO 81650; or e-mail to kchristensen@rifleco.org. A resume, letter of interest, or other supplemental information may be attached to this application.



**CITY OF RIFLE
APPLICATION FOR
BOARD VACANCY**

Name: **Samantha Young**

Address: **170 Hwy 325, Rifle, Co 81650**

Mailing Address (if different):

How long have you been a resident of the City of Rifle? **6 years**

E-mail: **Whistlepigcoffeestop@outlook.com** Phone: **858-663-5899**

Occupation: **Business owner** Employer: **Whistle Pig Coffee Stop & Cafe**

Please list the board(s) and/or commission that you are you interested in being considered for:

VIF

Please describe your interest in serving on this board/commission.

I would love to be apart of a board that is continuing to help Rifle grow and become an even more amazing place to live AND visit.

What do you view as your role if you were selected to be a member of this board/commission?

If I were to be selected for this board, I view my role as being apart of a group of people that continue to think of the future for Rifle and continue to grow Rifle.

Please list any civic activities in which you have been involved.

Please tell us about your qualifications to serve on this board/comission (education, experience, community service, etc.).

I own a small business in Rifle, the Whistle Pig Coffee Stop & Cafe. I have seen the impact that VIF has on our community. I have been on a few different committees that have benefited from VIF grants, one fore example- HomeTown Holidays and I own a business and have personally seen the benefit of the VIF grants, such as the Parklet on 3rd street.

In your opinion, what are the most significant issues facing the City of Rifle?

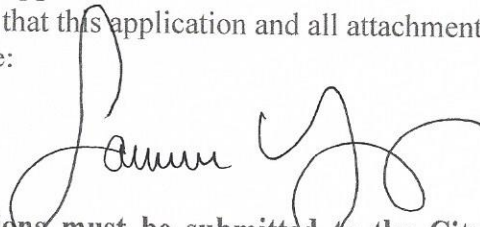
I feel that the largest issue facing the City of Rifle, is the fact that some people do not like change and do not want to continue to move Rifle into the future. I think Rifle as a city is a few years behind the cities surrounding us, when it comes to utilizing our amazing natural resources. In the past two years, the city of Rifle has done really good job with the new trails and the new dog park, but there has really been no advertising to tell the public that they are open and available to use.

Please provide any additional information or comments which you believe will assist the board/commission in considering your application.

I would love to bring help continue to grow Rifle and make it a town that people want to live and visit.

Oath of Applicant

I declare that this application and all attachments are true, correct, and complete to the best of my knowledge
Signature:



Applications must be submitted to the City Clerk's office either by mail to 202 Railroad Avenue, Rifle, CO 81650; or e-mail to kchristensen@rifleco.org. A resume, letter of interest, or other supplemental information may be attached to this application.