
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

August 13, 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 June 11, 2019 meeting
- 12:10 p.m. Presentation – Michael Clark
 - New Colorado River Valley lifestyle magazine
- 12:20 p.m. VIF official name change to GRIT – including advisory board

- 2:30 p.m. WAW Update
- 2:40 p.m. New Business
 - Open Board Seats
 - Visitor Center/Cowork

- 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: September 10, 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 July 09, 2019

REGULAR MEETING

Noon City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:01 p.m. by Garrick Frontella. Motion made by Gilbert Frontella to approve the minutes from June, motion seconded by Kristine Llacunna, motion passes.

Board Present at roll call: Kristine Llacuna, Michael Langhorne, Garrick Frontella, Nathan Lindquist, Tanya Doose (acting Chamber representative), and Even Sartin.

Others in Attendance: Kim Burner, Kathy Pototsky, Nathan Lindquist

R.A.M.B.O. Grant Application Approval

- ⇒ \$5,000 Grant is for Environmental Studies required by BLM for Rifle Arch Trail project
 - \$5,000 already secured from Commissioners
- ⇒ 5.8 miles of trail proposed for phase 1 of the project
- ⇒ Up to 40 space parking lot expansion

Michael Langhorne moves to approve grant request from R.A.M.B.O. of \$5,000.00 for initial phase of the environmental studies of the Arch Trail grant proposal. The motion is seconded by Kristine Llacunna, and the motion passes with a unanimous agreement from the board.

W.A.W. UPDATE

- ⇒ RAMBO is putting on the bike race.
- ⇒ The Avid 4 Adventures and bubble tower is secured.
- ⇒ Police dog search contest is set.

Budget for 2020

- ⇒ RAMBO will probably be asking for up to \$30,000 for Phase 1 of the Rifle Arch Trails Project
 - Funds are in reserve and nothing would be cut.
 - Would be contingent on completion/approval of Environmental Study

Social Media

- ⇒ The newsletter will no longer be produced – Average open rate of less than 10%
- ⇒ YouTube channel up and running this year.
- ⇒ Instagram is also up and running. Hashtag #realwesternadventure.
- ⇒ Tear off maps of Rifle are a huge success and more will be printed.

Board member Garrick Frontella calls for meeting to be adjourned at 12:56 p.m.

Quiriat Portuguez- Administrative Assistant

Garrick Frontella - Chair