



Greater Rifle Improvement Team (GRIT) Advisory Board

Regular Meeting Agenda – Remote

August 10, 2021, 12:00 p.m.

City Hall – Rifle Colorado
202 Railroad Ave., Rifle CO 81650

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
12:03 p.m.	Visitor Introductions
12:08 p.m.	Approve Minutes from June 8, 2021 GRIT Advisory Meeting
12:10 p.m.	Partner Updates – approximately 5 minutes each
	<ul style="list-style-type: none">• EDC• DDA• Chamber
12:25 p.m.	Review 2022 budget
12:45 p.m.	Downtown Block Party
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 14, 2021

The GRIT advisory Board has two grant cycles. The grant cycle and deadlines to submit an 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 June 8, 2021

REGULAR MEETING

Noon VIA ZOOM in lower Conference Room

A regular meeting of the G.R.I.T. advisory board is called to order at 12:07 p.m.

Present at Roll Call: Garrick Frontella, Kristine Llacuna, Helen Rogers, Evin Sartin, Kari Slappy, and Tyler Kelly.

Also Present: Main Street Manager Kim Burner.

Minutes- Tyler Kelly moves to approve the minutes for May. The motion is seconded by Helen Rogers, and the motion carries. Minutes for May are approved.

Grant Applications:

RECREATION DEPARTMENT - Kim Burner speaks for the Recreation Department, in lieu of Austin Rickstrew. The City of Rifle Recreation Department would like to increase community events during the July 3rd celebration. They need \$7,000.00 to facilitate more activities. This would include a Bump & Jump that costs \$2,000.00, a Bubble Tower at \$1,500, a face painter, a juggler, and miscellaneous. The Fireworks are still scheduled, weather permitting, and those are funded with the roll-over money from 2020.

R.A.M.B.O. - Kim Burner speaks for the R.A.M.B.O. organization. They are requesting \$15,000.00. The funds will be used to create a shade structure at the Grand Hogback trail system (\$10,000) and the Roan Cliff Chaos Mountain Bike Race (\$5,000)

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Board Vote and Approval of Grant Applications:

Evin Sartin moves to approve the Recreation Department's application for GRIT funds. The motion is seconded by Helen Rogers. All are in favor, and the motion carries for the approval of \$7,000.00.

Helen Rogers moves to approve RAMBO's application for 15,000, motion is seconded by Evin Sartin. The motion carries.

Partner Group Updates:

R.R.E.D.C. - Tyler Kelley speaks for the R.R.E.D.C. He updates the board of on the participation of the entity in the Comprehensive Economic Development Strategy through the A.G.N.C. This strategy will help support existing goals and projects.

D.D.A. - Helen Rogers speaks for the D.D.A. She touches on the downtown renovation project as it is ongoing and making progress.

The Chamber- Tyler Kelley speaks for the Chamber as the newly elected vice-chair of the chamber board of directors. He informs the board of the elections that took place at The Chamber, as well as hiring a new Administrative Assistant. The annual membership barbeque took place and had a great turn out. There are meetings scheduled to designate events that will take place in 2021. They are in the process of hiring an executive director for the chamber. Many of the past committees have been revitalized for this year. Helen Rogers asks if The Chamber will be involved in this year's Farmer's Market. Tyler answers 'yes' and he will be hands on at the market.

Project Updates-

3rd Street Renovation- Kim Burner speaks for this project and informs the board of the progress. The businesses downtown continue to struggle due to the

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street closures and infrastructure updates. City Council has approved a Downtown Redevelopment Business Relief Grant in the amount of \$70,000.00; which will be administered by the R.R.E.D.C. With the help of Helen Rogers, the word will get out to local downtown businesses. Many businesses have elected to close their doors, until after the project construction. Kim has heard that visitors from Denver have made it to Rifle to visit our local restaurant, Shooter's, however their doors were closed. The project is on the right track as far as the time line, and crews are hard at work to keep it that way. Cement is being laid on Railroad Avenue, as well as the side walk. The water lines are being replaced and this will impact some businesses. The roads are slated to be open by the Garfield County Faire event.

Western Adventure Weekend- Kim Burner speaks for this event. Plans are to have this event change to accommodate the re-opening of downtown. There will be a ribbon cutting and other events planned around downtown to celebrate.

In closing, the board deliberates and decides to hold the next GRIT meeting on 7/14/2021 to accommodate board members.

Meeting adjourns at 12:54 p.m.



EVENTS	2021	2021 Projected	2022 Proposed
Rifle Rendezvous	3500		\$ 3,500.00
Western Adventure Weekend	26000		\$ 20,000.00
Hometown Holidays	16500		\$ 16,500.00
Library Ornaments	600		\$ 600.00
3rd of July (fireworks and symphony)	0		\$ 13,700.00
Farmers Market	4000	4,000	\$ 4,000.00
Bookcliff Arts Concert Series	4000	5,000	\$ 5,000.00
Heritage Center Murder Mysery	0		
3rd of July family events/Parks & Rec		7000	\$ 7,000.00
RAMBO/Roan Cliff Chaos		15000	\$ 5,000.00
Baseball Tournament	1000		\$ 1,000.00
EVENTS TOTAL	55,600	31,000	\$ 76,300.00
BRAND MARKETING			
volunteer appreciation, RWA shwag, and printing			
Miscellaneous Marketing			\$ 2,500.00
VisitRifle annual CivicPlus fee			
social media, website, graphic design, video - Align			
Multimedia	20000	20000	\$ 20,000.00
BRAND MARKETING TOTAL	20,000	20,000	\$ 22,500.00
MAIN STREET PILLARS			
Visitor Attractions	2500	500	\$ 5,000.00
City Beautification	2000	2000	\$ 2,500.00
Historic Preservation			\$ 2,250.00
MAIN STREET PILLARS	4,500	2,500	\$ 9,750.00
SPECIAL PROJECTS			
3rd Street Temporary Patio			
Grand Hogback Trails	30000	30000	
Centennial Park Playground			
Paradise Island			
SPECIAL PROJECTS TOTAL	30,000	30,000	\$ -
VIF ADMINISTRATION			
VIF Lunch (\$1,200 budgeted)	1200	600	\$ 1,200.00
GRIT Manager	25000	25000	\$ 25,000.00
VIF ADMINISTRATION	26,200	25,600	\$ 26,200.00
OPERATIONS AND MAINTENANCE			
Ute Theater operations	0		\$ 10,000.00
Boat Ramp maintenance	0	10600	\$ 10,600.00
City Cost Allocation	3012	3012	\$ 3,012.00
Operations and maintenance total	3,012	13,612	\$ 23,612.00
TOTAL COSTS	139,312	122,712	\$ 158,362.00
Revenue (not including grants)	\$ 120,992.00	\$ 153,000.00	
Grant Revenue / sponsorship	5000		
VIF reserves			