



Greater Rifle Improvement Team (GRIT) Advisory Board

Regular Meeting Agenda

March 8, 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.	Approve Minutes from Jan. 11 and Feb. 8, 2022 meetings
12:04 p.m.	Introduction of visitors
12:05 p.m.	Partner Updates – approximately 5 min each <ul style="list-style-type: none">• EDC• DDA• Colorado River Valley Chamber of Commerce (CRVCC)
12:25 p.m.	Board Opening Evin Sartin stepping down
12:35 p.m.	Second and Railroad Development – Patrick Waller
12:50 p.m.	Board Comments
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: April 12, 2022

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, Jan. 11, 2022

REGULAR MEETING

12 p.m. Noon

Called to order at 12:02 pm

Visitors: Kathy Pototsky, City of Rifle; Pat Waller, City of Rifle

Role Call: In Attendance: Garrick Frontella, Kristine Llacuna (via phone), Helen Rogers, Tyler Kelly, Evin Sartin, Julie Van Hoek, and Brian Condie. Absent: Kari Slappey. Arriving at 12:10 was Samm Young
Also in Attendance: Kim Burner, Main Street Manager

MINUTES: Helen Rogers moves to approve minutes from December. Tyler Kelly 2nds the motion and the motion carries.

PARTNER UPDATES:

EDC: Tyler Kelly reports the RREDC received a \$20,000 grant which will allow them to hire a part-time assistant to help with Rifle CoWork management as well as EDC office duties. They are working with their partners to outline CoWork and priorities for the upcoming year. Town of Silt provided a list of appropriate businesses to attract to the area created during a 2019 project involving Parachute and the University of Utah.

DDA: Helen Rogers reports the DDA had recently had a presentation on the proposed development at the corner of 2nd Street and Railroad. They are working on historic wayfinding signage and working with the City to administer the contract for maintenance of the landscaping downtown. The City would provide funding to the DDA to cover the cost of the contract.

Chamber: Julie VanHoek reported the chamber has changed their name to Colorado River Valley Chamber of Commerce and are now servicing businesses from De Beque to New Castle. They are currently working on new membership packages.

REVIEW GRANT APPLICATIONS:

Farmers Market: Helen Rogers represented the Farmers Market. In their 12th year they added more food vendors, Chamber did a beer and wine booth, and financially held steady. They had anticipated earning \$15,000-\$16,000 which would have made them self-sustaining and not needed a 2022 grant but the actual revenue came in at \$12,000. Their main fundraiser "Farm to Table Dinner" is at capacity with about a 100 attendees. They are asking for \$4,000 in 2022; same as prior years.

Summer Baseball Series: They are again asking for \$1,000 to assist in putting on 2 summer baseball competitions which brings teams and their families from all over the area including the Front Range, Utah and Wyoming.

Bookcliff Hilltop Concert Series: They are requesting \$5,000 to put on the concert series and do some additional upgrades to their stage. There are new board members after losing several longtime

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members. The GRIT Advisory Board would like to invite them to the February meeting to answer questions about future plans and growth. Kim Burner will reach out and invite them to attend the Feb. 8, 2022 meeting.

Rifle Rendezvous: This organization has had many longtime board members step down and has new boardmembers. The GRIT Advisory Board would like to invite them to the February meeting to answer questions about future plans and growth. Kim Burner will reach out and invite them to attend the Feb. 8, 2022 meeting.

Hometown Holidays: Julie VanHoek presented to the GRIT Advisory Board on this event. Overall the event expenses come in right about \$21,000 with crown/traffic control being the most expensive line item at over \$5,000. Costs continue to rise as the event grows. They are asking for \$15,000 in 2022.

Hometown Holidays Fireworks: City of Rifle staff has asked that this portion of the HTH event be considered as a separate item as the City of Rifle coordinates and covers the insurance requirements necessary to have a fireworks show. The cost of the fireworks is \$15,000 which in the past GRIT had granted a portion this cost (\$5,000 in 2020) in the Hometown Holidays event grant with the chamber responsible for raising the additional funds through sponsorships. This has been a challenge for the chamber making committing to a firework display impossible in a timeframe which would allow the City to coordinate. The City has asked GRIT to provide funding to cover the entire cost of the show, \$15,000 as we do each year for the July 3rd firework show. This will allow Tom Whitmore to negotiate the purchase and coordinate the shows with one contract with the City ensuring fireworks available for both shows. If the 4th of July show can't be performed due to fire restrictions; that show will be held for HTH.

ADJOURN: Meeting officially adjourns at 1:08

**VISITOR IMPROVEMENT FUND
ADVISORY BOARD MEETING**

Tuesday, Feb. 8, 2022

REGULAR MEETING

12 p.m. Noon

Called to order at 12:06 pm

Visitors: Annie MacGregor, Veronica Capraro, Terry Southworth, Rebecca Maloney, Debra Adams, Kathy Pototsky, City of Rifle; Pat Waller, City of Rifle

Role Call: In Attendance: Helen Rogers, Tyler Kelly, Evin Sartin, Julie Van Hoek, Samm Young and Kari Slaphey. Absent: Garrick Frontella, Kristine Llacuna, and Brian Condie.
Also in Attendance: Kim Burner, Main Street Manager

MINUTES: Minutes from the January 11, 2022 meeting will be on the March agenda.

GRANT PRESENTATIONS:

Bookcliff Arts Council: Represented by Veronica Capraro, Terry Southworth and Debra Adams. The series will run from June to the August 21 each Sunday night. The grant will cover the costs of bands – they use all local bands to promote local talent – to upgrade some equipment including a mixer as well as a covering for the stage. The concerts are free to the community and they are going to do more advertising on social media and their website to better promote the concerts. In addition to updating on the concert series the representatives also updated the GRIT board on some of their upcoming programs including an open mic night every other Thursday during the summer (dates to be determined) as well as working with the Garfield County Libraries from Carbondale to Parachute to put on adult and kids art classes.

Rifle Rendezvous: Represented by Annie MacGregor and Rebecca Maloney. Rendezvous is in the 25th year and are excited to expand events to include a youth rodeo, bringing in “mountain man”, Keynote Speaker Karl Mecklenburg, moving the car show back downtown, Bullriding and Youth Rodeo will be a food donation instead of ticket this year and they are planning on bringing back the Draft Horse Show on Sunday.

GRANT APPLICATIONS:

Farmers Market: A motion was made to approve the Farmers Market grant application in the amount of \$4,000 by Samm Young and seconded by Tyler Kelly. Motion carries. Helen Rogers abstained from the vote and was not in the room during discussion.

Summer Baseball Series: A motion was made to approve the Summer Baseball Series grant application in the amount of \$1,000 by Samm Young and seconded by Helen Rogers. Motion carries

Bookcliff Hilltop Concert Series: A motion was made to approve the Bookcliff Hilltop Concert Series grant application in the amount of \$4,000 by Tyler Kelly and seconded by Samm Young. Motion carries

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Rifle Rendezvous: A motion was made to approve the Rifle Rendezvous grant application in the amount of \$5,000 by Samm Young and seconded by Evin Sartin. Motion carries

Hometown Holidays: A motion was made to approve the Hometown Holiday grant application in the amount of \$15,000 by Kari Slappey and seconded by Samm Young. Motion carries. Julie VanHoek abstained from voting and was not in the room during discussion.

Hometown Holidays Fireworks: A motion was made to approve the HTH Fireworks grant application in the amount of \$15,000 by Samm Young and seconded by Kari Slappey. Motion carries

MIDLAND ART MURAL PROPOSAL:

The DDA has been working with Annie H. Hunter to replace the faded mural on the side of the Midland Art building. The mural was one of several commissioned by the DDA about 12 years ago as a beautification project in the downtown area. The mural is the property of the DDA with a lease agreement with the building owner for display.

The mural is faded, chipped and at its life expectancy and needs to be replaced. DDA has asked the Greater Rifle Improvement Team to fund the cost of the replacement. The cost is \$8,000. After discussion about the importance of local art as an attraction to downtown a motion was made by Samm Young to fund the mural with the initial \$1,000 coming out of Beautification line item and for Kim to bring recommendations of where the remaining \$7,000 would be drawn from and seconded by Kari Slappey. The motion carries

ADJOURN: Meeting officially adjourns at 1:15