
Greater Rifle Improvement Team (GRIT) ADVISORY BOARD

Regular Meeting Agenda

September 10, 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 August 13, 2019 meeting
- 12:10 p.m. 3rd Street and Railroad redesign
- Sept. 3, 2019 Charrette Concepts
- 12:25 p.m. Budget Review
- 2:50 p.m. New Business
- Open Board Seats – Interview candidates at Oct. meeting
- 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: October 8, 2019

The GRIT 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

GREATER RIFLE IMPROVEMENT TEAM

ADVISORY BOARD MEETING

Tuesday August 13, 2019

REGULAR MEETING

Noon City Hall Conference Room

A regular meeting of the VIF board is called to order at 12:04 p.m. by Chairman Garrick Frontella.

Present at roll call: Garrick Frontella, Kristine Llacuna, Barbara Clifton, Helen Rogers, Michael Langhorne, and Tanya Doose.

Others present: Main Street manager Kim Burner, Staff member Nathan Lindquist, Information Officer Kathy Potosky, Quiriat Portuguese Administrative Assistant, Michael Clark, Kasey Nispel and George Pearson.

Motion made by **Kim Burner** to approve the minutes from July, with corrections. Motion seconded by secretary Kristine Llacuna and the motion passes.

Visitor introductions: Kasey Nispel Board of Rifle Heritage Center, George Pierson Board of Rifle Heritage Center, Michael Clark publisher of Colorado River Valley Lifestyle Magazine.

- Michael Clark begins presentation of Colorado River Valley Lifestyle Magazine to the board. Mr. Clark highlights the benefits of having a magazine to unite the valley and its towns and communities. The glossy format will be distributed by direct mail on a monthly basis.
- Kasey Nispel and George Pierson begin presentation on the needs of the Rifle Heritage Center. Mr. Pierson comments on the difference between a museum and a visitor's center and the need for it to be located in the downtown core. Staffing for customer service and facility management would entail the need for payroll. There are constant parking issues for RV's or campers of the families that pass through Rifle, so it would help to have a block reserved for those types of vehicles. Way finding signs that correctly lead to the visitor's center/museum would improve attendance numbers. Mrs. Nispel is aware that the sum needed for improvements and employees is large, but she will

W.A.W. update-There is two options for the Five Points Film Festival. They are both geared more for adult outdoor activity. Two segments out of one option are Colorado based. The board chooses the film with more action and family oriented situation.

Open Seats-There are two open seats on the board. Tanya Doose has submitted an application for the open seat on GRIT. Tamara Deglar has also expressed her interest in the open seat and will be submitting an application. The openings will be advertised for additional applications.

Visitor center/co-work- The computer will be set up and ready to go in a week. Middle Colorado Watershed plans on setting up an interpretive center on the river at the rest area. In addition they will have a small area for visitor information and will direct additional questions/information to Rifle CoWork.

Meeting adjourns at 1:12 p.m.

Quiriat Portuguese- Administrative Assistant

Garrick Frotella- Chairman

EVENTS	2017	2018	2019	2020
Rifle Rendezvous	2,500	2500		2500
Western Adventure Weekend	66,958	43,776	27,000	27,000
Hometown Holidays	14,700	14,700		14,700
Library Ornaments				600
3rd of July (fireworks and symphony)	11,200	13,700		13,700
Farmers Market	3,600	4,000		4,000
Bookcliff Arts Concert Series	3,600	3,600		4,000
Heritage Center Murder Mysery				2,000
Baseball Tournament	1,000	1,000		1,000
EVENTS TOTAL	103,558	83,276		69,500
BRAND MARKETING				
volunteer appreciation, RWA shwag, and printing	3,191	3,191		3,200
Miscellaneous Marketing	190	190		190
VisitRifle annual CivicPlus fee	650	0	0	0
social media, website, graphic design, video - Align Multimedia	20,000	22,500		32,500
BRAND MARKETING TOTAL	24,031	25,881		35,890
GRANT CYCLE				
Visitor Attractions (5,000 budgeted 2017)	2,500	5,000	5,000	5,000
City Beautification (1,750 budgeted)	1,250	1,750	1,750	1,750
Historic Preservation (2,250 budgeted)	1,970	2,250	2,250	2,250
GRANTS TOTAL	5,720	9,000		9,000
SPECIAL PROJECTS				
3rd Street Temporary Patio	7,600			
Rifle Arch Trails				30,000
Centennial Park Playground	20,000			
SPECIAL PROJECTS TOTAL	27,600			30,000
VIF ADMINISTRATION				
VIF Lunch (\$1,200 budgeted)	986	1,200	1,200	1,200
GRIT Manager	4,700	4,700	25,000	25,000
VIF ADMINISTRATION	5,686	5,900		26,200
OPERATIONS AND MAINTENANCE				
Ute Theater operations	10,000	10,000		10,000
Boat Ramp maintenance	10,600	10,600		10,600
City Cost Allocation	3,012	3,012		3,012
Operations and maintenance total	23,612	23,612		23,612
TOTAL COSTS	190,207	147,669	159,675	194,202
Revenue (not including grants)	150,000	173,005	151,240	156,200
VIF reserves	214,396	210,236	201,801	163,799

NOTES

Visitor Center/Cowork Space Improvements?

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