

**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