

**VISITOR IMPROVEMENT FUND
ADVISORY BOARD MEETING**

Tuesday, August 9, 2022

REGULAR MEETING

12 p.m. Noon

Called to order at 12:06 pm

In Attendance: Garrick Frontella, Helen Rogers, Samm Young

Also in Attendance: Patrick Waller, City of Rifle Planning Director (arrived late); Kim Burner, Main Street Manager.

MINUTES: No approvals were made on minutes, carried over to next meeting.

GRIT Advisory Board welcomes new member Annick Pruett to the board.

RREDC (Economic Development Corporation) – Kim Burner gives an update on the RREDC. The organization is still in a state of flux since Tyler Kelly stepped down as executive director. The RREDC Board of Directors is not, at this time, replacing the executive director position. Kari Slappey’s role will expand to cover administrative duties for the EDC while continuing to grow the Rifle CoWork for the time being.

DDA (Downtown Development Authority) –Helen Rogers gives an update: DDA is mostly working on maintenance and infrastructure in the core downtown area at this time. The Board of Directors are looking at ways to fund resurfacing and upgrading lighting and landscaping in the Museum parking lot on 4th Street including potentially using reserve revenue. DDA is also working on 2023 budget including wayfinding and historic signage and bike racks downtown. The money (\$17,000) the City is providing to cover the cost of landscape maintenance is helping the DDA budget and allowing them to proceed with other projects.

CRVCC (Colorado River Valley Chamber of Commerce) Kim Burner gives an update. They are currently looking for a new executive director. Cheryl Chandler will be stepping down as Chair when her term is finished in September. Julia is still doing event planning and administrative work as the Chamber transitions. Helen Rogers mentioned someone came to the Farmer’s Market and was expressing their frustration because they couldn’t get their care registered for the Fair Parade. Annick Pruett said there were a lot of entries and once you got registered and figured out where you were supposed to go the parade was fine.

BUDGET DISCUSSION Preliminary

Kim Burner gave a summary on the proposed 2023 budget. Revenue is anticipated to be up slightly allowing for areas to increase while most will remain flat to prior years. Areas that will, if approved by City Council, increase are: Miscellaneous Marketing to allow for additional local marketing of events or area attractions and City Beautification to allow for expansion of banner/flags programs outside of downtown. One item to note is Special Events funding looks to

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be lower than prior years but \$30,000 was moved from Special Events line to Transfer to Parks and Rec budget line. This change allows for cleaner accounting of funds used by outside entities, through the grant program, for special events and funds used by the City specifically for events.

GRIT proposed budget is flat to revenue 2023 whereas past several years GRIT had deficit spent drawing on reserves to accomplish larger, multi-year projects.

There were conversations about expanding the mural program outside of the core downtown area and how that could be funded, the need for signage at the north entrance to Rifle (specifically the Y intersection at Railroad and HWY 13) pointing travelers to downtown Rifle, as well as marketing the City. Kim Burner will schedule Align Multi-media to present at the September 13, 2022 meeting with an overview of marketing.

Motion was made by Annick Pruett to accept the proposed 2023 budget as presented, motions was seconded by Garrick Frontella. Motion carries unanimously.

Meeting officially adjourns at 12:53.