

**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 25<sup>th</sup> 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