

**VISITOR IMPROVEMENT FUND  
ADVISORY BOARD MEETING**

Tuesday, July 12, 2022

REGULAR MEETING

12 p.m. Noon

Called to order at 12:03 pm

**In Attendance:** Garrick Frontella, Helen Rogers, Tyler Kelly, Samm Young, Kari Slappey, And Brian Condie.

**Also in Attendance:** Patrick Waller, City of Rifle Planning Director; Kim Burner, Main Street Manager & Yesica Lovo, Administrative Assistant.

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

**Annick Pruitt:** Kim Burner updates that City Council appointed Annick Pruitt to GRIT Board at the July 6<sup>th</sup> council meeting. Due to schedule conflicts she could not attend today's meeting.

**RREDC (Economic Development Corporation)** – Tyler Kelly updates that EDC is working on a plan for his stepping down. End of July will be his last day at both Brenden Theater and RREDC. He informs that CoWork has been busy in the last few days with a variety of visitors.

**DDA (Downtown Development Authority)** –She updates that the mural is finished and will be getting installed prior to fair.

**CRVCC (Colorado River Valley Chamber of Commerce)** Kim informs that she offered to do a GRIT presentation at the next Chamber Board of Directors meeting to clarify on what GRIT is about and answer any questions they may have. The Chamber is currently looking for a new Executive Director

**BUDGET DISCUSSION Preliminary**

Kim seeks thoughts on what priorities should be included in the next budget. She informs that lodging tax revenue had an incline for the first half of 2022 but she is expecting to see revenue to decline the second half of 2022. Several of the larger hotels in the area are expecting fall and winter months due to gas prices and threat of inflation. Current budget is discussed and questions are answered by Kim and Patrick.

Helen would like to see visitor improvement by way finding and historic signage as well as historic preservation included in budget.

Kari suggests keeping numbers as close as possible to normal for special events. She anticipates more people seeking grants.

Sam would like to see more murals extending out of downtown.

Meeting officially adjourns at 1:16.