



GREATER RIFLE IMPROVEMENT TEAM (GRIT) ADVISORY BOARD REGULAR MEETING AGENDA



March 11, 2025

12:00 PM

City Hall - 202 Railroad Avenue Rifle, CO 81650

The Board may act on any of the following agenda items as presented or modified before the meeting, and items necessary or convenient to effectuate the agenda items.

12:00 PM - Regular Meeting

1. **Call to Order**
2. **Roll Call**
3. **Visitor Introductions**
4. **Consent Agenda**
 - 4.a. Approve the minutes for January 14, 2025 GRIT Advisory Board meeting.
 - 4.b. Approve the minutes for the February 11, 2025 GRIT Advisory Board meeting.
5. **Regular Agenda**
 - 5.a. Consider Joint Organizations Leading Transition (NPAC) and North Park Arts Council (NPAC) Grant Application
 - 5.b. Barks, Brews, & BBQ planning update
 - 5.c. Third Thursdays on Third Planning Update
 - 5.d. Hometown Holiday Subcommittees and Planning
 - 5.e. Discuss a joint strategic planning session with DDA
6. **Administrative Reports**
 - 6.a. Next Regular Meeting: Tuesday April 8th, 2025
7. **Adjournment**

The order and times of agenda items listed above are approximate and intended as a guideline for the Board

The GRIT Advisory Board has two grant cycles. The grant cycle and deadlines to submit an application are:

January Cycle – Application Deadline: December 31st = Funding: February

June Cycle – Application Deadline: May 31st = Funding: July

ACCESSIBILITY STATEMENT

The City of Rifle values full inclusion and access for all of our facilities, programs, activities and services. We are pleased to provide meaningful accommodations to comply with the Americans with Disabilities Act (ADA) and reasonably provide translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids, and services. To request special assistance, call Main Street Manager Kim Burner at 970-665-6496 or email our ADA Team at ADATeam@rifleco.org. Please allow 48 hours for your requests to be met.

La Ciudad de Rifle valora la plena inclusión y acceso para todas nuestras instalaciones, programas, actividades y servicios. Nos complace proporcionar alojamientos significativos para cumplir con la Ley de Estados Unidos con Discapacidades (ADA) y proporcionar razonablemente traducciones, interpretaciones, modificaciones, adaptaciones, formatos alternativos, ayudas auxiliares y servicios. Para solicitar asistencia especial, llame a la Main Street Manager Kim Burner al 970-665-6496 o envíe un correo electrónico a el equipo ADA a ADATeam@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.



Agenda Item #4.a.

Agenda Item Name:

Approve the minutes for January 14, 2025 GRIT Advisory Board meeting.

Presenter:

Kim Burner, Main Street Manager

Item Description:

Approve the minutes for the January 14, 2025 GRIT Advisory Board meeting.

Recommended Action:

Approve the minutes for the January 14, 2025 GRIT Advisory Board meeting.

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

Approve the minutes for the January 14, 2025 GRIT Advisory Board meeting.

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. January 14th, 2025 GRIT Minutes

GREATER RIFLE IMPROVEMENT TEAM (GRIT)
ADVISORY BOARD MEETING

Tuesday, January 14th, 2025

REGULAR MEETING

12 p.m. Noon

MEETING CALLED TO ORDER: 12:02 pm

ROLL CALL: Katie Mackley, Helen Rogers, Samm Young, Karen Roberts, Garrick Frontella, Annick Pruitt, Lydia Allen, Kari Slappey, Brenda Cox- Bookcliff Arts President, Kate Collins- Executive Director Watershed Council, Kathy Pototsky- City of Rifle Public Information Officer, Kim Burner- GRIT Manager, Zach Higgins- Planning Director

MINUTES: There are no minutes to be approved at this time. The minutes from September 2024- January 2025 will all be updated in February to be approved in March.

AGENDA ITEMS:

Grant Applications:

- Middle Colorado Watershed Council: Kate Collins presented two of their events for consideration of the board and the new ideas they are working on. They want to focus on the theme of preventing fire and managing water. She discussed their plans and how this grant could help them accomplish their goals with their fire/water speaker series and their film festival. They have multiple events of the series planned that may also act as fundraising opportunities; these include a meeting with the CSU Extension (CO Native plants discussion), CO Law Talk, Water observing systems, and a program on CO River Gauges. For their film festival, they are requesting to use the Ute theater and offer the RE-2 students free admission. Also offering to help the board with Water and Earth Day if anything is planned.
- Bookcliff Arts Council: Brenda Cox presented the current plans for the Bookcliff Arts Center and their timeline of events, as well as their advertising ideas to improve their fundraising efforts. She described how the summer concert series helps them become better known and improves their funds to continue the art presentations as well. The fundraising money would help the summer concert series be able to continue and therefore generate income. They are also opening the series up to the local students to bring the younger generation into the events.
- Summer Baseball Series: Troy could not attend the meeting, so Kim Burner filled the board in on the information needed for the baseball series to continue. She described that the amount of funding has decreased from \$1,750 to \$1,250 because the prior year they needed to update their bats. This series brings in a large amount of lodging and tourist expense for families visiting with tournaments.

Grant Evaluations:

- Bookcliffs Arts Council: The board discussed they like the improvement of the details in their work and application this year including solid numbers and their efforts to improve their own funding. It was mentioned that the summer concerts will be held on Sunday nights and that may not be the best for the audience but defended by Ms. Cox based on other times they have tried. The board likes the idea of bringing the students in to participate.
- Middle Colorado Watershed Council: The board mentioned Ms. Collins' attention to detail and the improvement in organization from years prior. This shows the growth and change that will be happening in the administration and in the events being held. This is important for the board because CO becoming more water aware is beneficial to everyone, and furthermore an important group to continue contributing to.
- RAMBO: This group is going to submit to the summer grant application process. They are currently working on a restoration project of the upper Rifle creek and speaking with all the entities in that. They also put on the Grand Hogback Extravaganza. Over the 4 years this event has been happening, it is shown that there is growth to that area from Placer AI reports. This is bringing in people from Steamboat, Fruita, Moab, regional and more including locals. There were many positive aspects of this event that were discussed amongst the group.
- Young Guns: This group is going to submit to the summer grant application process.

Façade Grant Program:

- City of Rifle Planning Commission and DDA Reviews: Kim Burner mentioned there were some minor changes that these organizations wanted to add.
- GRIT Advisory Board Final Approval of Guidelines: The board mentioned that it would be best for the applicant to get too far in the process before they have final approval. They recommended that the process of application should be granted before they take too many costly steps in this process.
- Next Steps: Once the board approves, it will go to the City Council, they will decide how they want to do the approval (consent agenda or presentation), then GRIT will be able to start taking applications (City of Rifle Website GRIT page). This will be on a rolling basis, because of the amount of detail that the applicants will need to complete this application there won't be a deadline like other grants. Once the application is completed, it would go to GRIT to be discussed and recommendation made, then back to City Council for final authorization.

Event Coordinator: Interviews have been conducted and offer will be going out by end of week.

ADJOURN: The meeting officially adjourns at 1:25pm



Agenda Item #4.b.

Agenda Item Name:

Approve the minutes for the February 11, 2025 GRIT Advisory Board meeting.

Presenter:

Kim Burner, Main Street Manager

Item Description:

Approve the minutes for the February 11, 2025 GRIT Advisory Board meeting.

Recommended Action:

Approve the minutes for the February 11, 2025 GRIT Advisory Board meeting.

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

N/A

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. February 11 2025 GRIT Minutes

GREATER RIFLE IMPROVEMENT TEAM (GRIT)
ADVISORY BOARD MEETING

Tuesday, February 11, 2025

REGULAR MEETING

12 p.m. Noon

MEETING CALLED TO ORDER: 12:07 pm

ROLL CALL: Garrick Frontella, Lydia Allen, Katie Mackley, Annick Pruitt, Kari Slaphey, Samm Young, Karen Roberts. Also in attendance: Kim Burner – GRIT Manager, Delaney Passmore- Event Coordinator, Zach Higgins- Planning Director, Kathy Pototsky- City of Rifle Public Information Officer.

MINUTES: None to be approved at this time.

AGENDA ITEMS:

2025 Budget Priorities

- **Grant Applications:** GRIT made a motion to approve the grants outlined for their respective amounts in prospect that each of these grants will bring light to the community and have made effort in improving their efforts.
 - **Middle Colorado Watershed Council:** A motion was made to approve the Middle Colorado Watershed Council grant application in the amount of \$3,000 by Garrick Frontella, second by Annick Pruitt; motion carries.
 - **Bookcliff Arts Council:** A motion to approve was made to approve the Bookcliffs Arts Council grant application in the amount of \$5,000 by Annick Pruitt, seconded by Samm Young; motion carries.
 - **Summer Baseball Series:** A motion to approve the Summer Baseball Series grant application in the amount of \$1,250 by Katie Mackley, seconded by Lydia Allen; motion carries.
- **Lodging Tax:** With the potential of raising the lodging tax percentage the board discussed potential use of that revenue and how best to allocate it. There many ideas discussed of how Rifle could be improved based on the increase in funds, and it would match our neighboring communities. This included things such as: more events (Classic Auto Show, helping assist the museum's and the Ute's events, fall themed event), "Stay one more day" concept, building up the bridge, building the island/ transportation to the island, more signs/ banners/ murals around town, tourism office/center, alley activation, and more marketing P.R.
- **Formation of the Downtown District:** There was discussion about creating a downtown district for special events that would allow businesses with an alcohol license to sell their drinks in to-go containers and people could walk around this

designated area for the time frame allotted. This has been discussed prior and is being worked on the next steps to achieve this.

Events:

- The new event coordinator, Delaney, has started and is working on the event responsibilities.
- BBQ Event: This event is growing and is looking to need more funds in the future, this could benefit from the lodging tax as well. This event is on track for this current year. We will have online sign ups this year that will allow people to pay online.
- Summer Series: The board is aware of the Summer Series: 3rd Thursday on Third Street. Discussed potential of committee/ help to make each month a success.

New Agenda's/Packets: Board made aware of new method of receiving packets.

ADJOURN: The meeting officially adjourns at 1:25 pm.



Agenda Item #5.a.

Agenda Item Name:

Consider Joint Organizations Leading Transition (NPAC) and North Park Arts Council (NPAC) Grant Application

Presenter:

Kim Burner, Main Street Manager

Item Description:

Consider Joint Organizations Leading Transition NPAC North Park Arts Council Grant Application

Recommended Action:

Fiscal Impact:

\$3,500 from the special events budget

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

This application was received after the grant cycle deadline. The GRIT Advisory Board has considered grants outside the regular cycle when the event fit within the grant parameters.

Executive Summary:

Joint Organizations Leading Transition NPAC North Park Arts Council submitted an application for a special event grant after the deadline for the first grant cycle of 2025. The event is a multiple-day summit which will bring approximately 200 people from across Colorado. The summit will focus on energy initiatives affecting Northwestern, Western, rural, urban and all communities in Colorado. This event gives attendees the opportunity to discuss and ask questions on the subject with decision makers.

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. JOLT_NPAC GRIT GRANT 2025



GRIT Grant Application and Process

The Greater Rifle Improvement Team Advisory Board has two grant cycles a year. The grant cycles are February and July. The application deadline for each cycle is listed below.

Grant Cycle	Application Deadline	Presentation to Board	Vote by Advisory Board
February	December 31 st	2 nd Tuesday in January	2 nd Tuesday in February
July	May 30th	2 nd Tuesday in June	2 nd Tuesday in July

GRANT APPLICATION

1. Complete the grant application and submit it to Kim Burner at kburner@rifleco.org or 202 Railroad Avenue, Rifle Colorado 81650. For questions regarding the grant application, please contact Kim Burner at 970-665-6496.
2. GRIT event grants are for non-profit or not-for-profit organizations. For-profit organizations/businesses are encouraged to partner with a non- or not-for-profit organization.
3. If the GRIT Board has questions regarding your grant application, they may request additional information or ask you to attend an additional meeting.
4. At its discretion the GRIT Board may fund all or part of the grant request.
 - a. The GRIT Board reserves the right to outline what expenses may be covered by grant funds.
5. The applicant will be notified by email at the address supplied of the outcome of the grant application.
6. GRIT grant funds cannot be used for operating expenses of the applicant organization or any associated organization including but not limited to payroll/staff expenses, utilities, supplies (event supplies exempted), etc.
 - a. For questions regarding covered expenses please contact Kim Burner.
7. After the GRIT Board decides on grant applications, the GRIT manager will take the board recommendations before the Rifle City Council for final approval or denial before funds are distributed.

PROJECT/EVENT EVALUATION

Once the project/event funded by the grant is complete, a Project Evaluation Form is required within 60 days.

The GRIT Board may require additional items with the evaluation form. These items will be listed in the notification email sent at the time of application or may be requested after review of the evaluation form.

Failure to complete the evaluation may result in the organization being ineligible for future funding.

Evaluations may be submitted to kburner@rifleco.org or 202 Railroad Ave., Rifle, CO 81650 no later than 60 days after the completion of the project/event.



GRIT Grant Application for Funding

Applicant Information

Date: Feb. 21, 2025

Organization Name: JOLT Joint Organizations Leading Transition NPAC North Park Arts Council

Address: PO BOX 1104 Walden CO 80480

Contact Person: Ray Beck - JOLT CHAIR Matt Shuler NPAC - President

Phone Number: 970-629-0409 970-215-235 Email Address: beckr328@gmail.com NPAC723@yahoo.com

Federal Tax ID: EIN# 26-0059733

State Tax ID:

Organization Information

Organization's Current Board of Directors or Trustees

Name	Phone #	Email Address
Ray Beck - Chair	970-629-0409	beckr328@gmail.com
Rose Pugliese Co-Chair	970-589-3755	rosepugliese16@gmail.com
Sue Hansen	970-252-4532	shansen@montrosecounty.net
Dr. Lisa Jones	970-675-3210	Lisa.Jones@cncc.edu
Wendell Koontz	970-874-2113	wkoontz@deltacounty.com
Todd Hollenbeck	970-255-7168	todd.hollenbeck@mesacounty.us
Matthew Shuler	970-215-2354	NPAC723@yahoo.com

Brief summary of Organization's History

JOLT was started as an AD-HOC committee to Advocate, Communicate and Educate Colorado about ALL OF THE ABOVE Energy and the consequences and benefits to western Colorado. It hosts Energy Summits to bring people together to discuss, learn and share ideas in a peaceful, respectful setting.

Grant Request

Amount Requested: \$3,500 or the amount the group is comfortable with

How many people will benefit from the funding? 200 people are planned to come to the 2025 summit

In what way will they benefit? They will discuss ALL THE ABOVE ENERGY and the effects to Northwest, western, rural, urban and all communities in Colorado. They will be allowed the time to learn and ask questions to Subject Matter Experts and Local Decision Makers.

Has your organization applied for a grant in the past? Yes No NO

If Yes, what year?

How much was the grant for?

Brief description of request.

JOLT is requesting a grant to help pay food costs for the 2025 Energy Summit to be hosted in Rifle.

Description of current programs, activities and accomplishments:

JOLT Advocates, Communicates and Educates about ALL THE ABOVE ENERGY

JOLT Hosts Energy Summits that facilitates Advocacy, Communication and Education

If funds are granted, what is your plan to create a self-sustainable program/event?

JOLT will continue to Advocate, Communicate and Educate about ALL THE ABOVE ENERGY

JOLT will rely on the stable of Subject Matter Experts, Local Experts and Centers of Influence

Timetable for implementation:

JOLT's 2025 Energy Summit will take place JUNE 25-26-27, 2025 in RIFLE, Colo.

The funding for the Greater Rifle Improvement Team is generated through the Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check the area(s) your request falls under:

- ☐ Visitor Improvement and Attractions
- ☐ Historic Preservation
- ☒ Special Events
- ☐ City Beautification
- ☐ City Promotion

Program/Project Budget

Revenues or other funding sources

Individually list all sources of funds (including sponsors) and the level of funding provided:

JOLT Receives sponsorships from counties, cities, public businesses, private business and private individuals

The amount of funding for JOLT's programming varies from event to event and from speaker to speaker.

The totals will not be disclosed due to the relationship of the sponsors and the benefits sponsors and grant makers have in individual agreements with the organization. The money raised goes to the quality of programming, lodging catering, costs of equipment, advertising and other needs that occur during these programs.

Total funds available to the program: Decline to answer

Expenses:

Amount:

Catering COST Estimate GRAND RIVER HEALTH

\$11,010.00

See Attached Addendum

Agenda for event is still being worked on to include dynamic speakers and representatives.

JOLT's agenda will be forwarded when finalized. GRIT will be listed in Summit Program. Logo will be requested.

Please attach a balance sheet or profit and loss statement for requesting organization.

Measure of Success

What will be the measurable results? Example: How many people are expected to attend/benefit?

JOLT will have to keep the summit at a limit of 200 guests.

JOLT is being spoken about throughout the state and has quality programming and networking

How will the organization define and measure success of the event or project?

JOLT measures success through movement of policy discussions and requests from attendees.

To what degree will the project and/or organization have a long-term sustainable value to Rifle?

ENERGY is a topic that affects every citizen in the State. Rifle was picked due to location and history of energy production that ebbs and flows. The summit discusses those decisions.

Additional information you would like the GRIT Advisory Board to consider:

JOLT has been created to Advocate, Communicate and Educate about ALL THE ABOVE ENERGY.

JOLT uses the North Park Arts Council a 501-3c NON-Profit as a fiduciary for the ad hoc committee.

The North Park Arts Council's address is PO BOX 1104, Walden CO, 80480



Agenda Item #5.b.

Agenda Item Name:

Barks, Brews, & BBQ planning update

Presenter:

Delaney Passmore, Administrative Assistant
Kim Burner, Main Street Manager

Item Description:

Board update on planning efforts

Recommended Action:

N/A

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

N/A

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

None



Agenda Item #5.c.

Agenda Item Name:

Third Thursdays on Third Planning Update

Presenter:

Delaney Passmore, Administrative Assistant
Kim Burner, Main Street Manager

Item Description:

Third Thursdays on Third Planning Update

Recommended Action:

N/A

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

n?A

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

None



Agenda Item #5.d.

Agenda Item Name:

Hometown Holiday Subcommittees and Planning

Presenter:

Kim Burner, Main Street Manager

Item Description:

Discuss needed subcommittees needed for the event and assign/volunteer

Recommended Action:

N/A

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

As this event continues to grow, the planning and coordination of the pieces GRIT is responsible for is becoming more complex. We need to establish an organizational committee for 2025 and create subcommittees for the following activities: The Grinch Steals Third Street, Craft Fair, Visits with Santa, Architectural Scavenger Hunt (or new activity), Tree Lighting Ceremony, Parade of Lights, and After Party.

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

None



Agenda Item #5.e.

Agenda Item Name:

Discuss a joint strategic planning session with DDA

Presenter:

Zach Higgins, Planning Director

Item Description:

Discuss a joint strategic planning session with DDA

Recommended Action:

N/A

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

Executive Summary:

Discuss holding a joint strategic planning session with the DDA in the fall or early winter of 2025. This would be a Colorado Main Street consultant-led planning session to align both organizations' efforts. By utilizing the Colorado Main Street Consultant there would be no cost to either organization. Travel expenses and lodging would be the only cost incurred.

Notification Requirements:

N/A

Prepared By:

Kim Burner, Main Street Manager

Attachments:

None



Agenda Item #6.a.

Agenda Item Name:

Next Regular Meeting: Tuesday April 8th, 2025

Presenter:

Item Description:

Recommended Action:

Fiscal Impact:

Operational Impact:

Prior Board Motions:

Background Information:

Executive Summary:

Notification Requirements:

Prepared By:

Alexis Ramirez, City Clerk

Attachments:

None