



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



August 19, 2025
12:00 PM
202 Railroad Avenue, Rifle, CO

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. Consider Approval of July 8, 2025, Meeting Minutes
5. **Presentation**
6. **Regular Agenda**
 - 6.a. Discuss proposed 2026 GRIT budget
 - 6.b. Discuss committee assignments for Hometown Holiday 2025
7. **Administrative Reports**
8. **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:

Consider Approval of July 8, 2025, Meeting Minutes

Presenter:

Kim Burner, Main Street Manager

Item Description:

Consider Approval of July 8, 2025, Meeting Minutes

Recommended Action:

Approval of July 8, 2025, Meeting Minutes

Fiscal Impact:

NA

Operational Impact:

NA

Prior Board Motions:

NA

Background Information:

NA

Executive Summary:

Meeting minutes for the July 8, 2025, GRIT Advisory Board Meeting

Notification Requirements:

NA

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. July 8, 2025 GRIT Minutes

**GREATER RIFLE IMPROVEMENT TEAM (GRIT)
ADVISORY BOARD MEETING**

Tuesday, July 8th, 2025
REGULAR MEETING
12 p.m. Noon

MEETING CALLED TO ORDER: 12:01 pm

ROLL CALL: Garrick Fontella, Ryan Mackley, Karen Roberts, Kari Slappey, Samm Young, Lydia Allen, Helen Rogers, Annick Pruitt. Also in attendance; Zach Higgins- Planning Director, Kim Burner- GRIT Manager, Delaney Passmore- Event Coordinator.

MINUTES: The June 10th, 2025, minutes were reviewed. Helen Rogers motioned to approve the June 10th minutes, and was seconded by, Lydia Allen, all in favor, the motion carries.

AGENDA ITEMS:

- **Grant Applications:**
 - **Heritage Museum:**
 - This application is to restore the window vinyl that is being damaged by the sun. Lydia Allen makes a motion to approve the grant, Helen Rogers seconds the motion, all in favor, the motion carries.
 - **Young Guns:**
 - This application is asking for \$5,000 for the Touch a Truck event. Some members spoke about how this event has grown significantly in the last few years and there is a large positive outreach of this event. Annick Pruitt makes a motion to approve this grant, Garrick Frontella seconds, all in favor, the motion carries.
 - **RAMBO:**
 - This grant is looking for \$7,000 for their Grand Hogback Trail Bike Ride event. The board is supportive of this group and their mission. Last year, this group also asked for \$7,000. The board only approved \$5,000 previously because \$2,000 was for operational costs. GRIT cannot cover these types of costs. According to the application, this year the \$7,000 covers other costs besides operational. Annick Pruitt motions to approve this grant for the full \$7,000, Helen Rogers seconds, all in favor, the motion carries.

Shade Structures:

- Some of the feedback received from the Third Thursday event was there needs to be something for shade in the downtown area. A larger structure could help with shade, light, art and snow for next season. The GRIT board discusses some of the

options and starts the conversation about planning and designing a solution for this. The board discusses that they would like to see something that would help the downtown with shade but also want to make sure that the historic aspect is considered. Therefore, something very colorful might not be the best option, but the shade designs could be very helpful. This idea will be introduced to the businesses and public to get feedback and opinions on what the community of Rifle would like to see. Also included in this, the concept of adding a light structure within the shade pole that might help with winter activities.

- The DDA is looking at lighting solutions downtown with holiday lights as well. It is likely that a lighting plan would help the downtown area and have cohesiveness with the different boards that may be planning this.

Wayfinding Signage

- There is a grant that may be available to the City of Rifle that may update the wayfinding signs. This might be something GRIT can budget for to assist in refreshing the signage downtown and around the interstate, parks, etc. This will help the visitors know where the important places are downtown. Kim Burner also spoke of the change of Rifle's logo and how that may affect the timeline of completing this project.

Mainstreet/ DDA Planning Session

- There is a possibility of having a session in the fall with the Mainstreet/ GRIT team and the DDA to come together to work on some of these projects. A Mainstreet manager may be beneficial in facilitating that kind of session to have the groups work together effectively. This could help add to the plan of the budget and come together moving forward.

Events:

- Delaney spoke of the positive and negative aspects of the first Third Thursday and what changes have already been made. One of the main concerns was the heat. Delaney and Kim worked on getting some shade structures and fans to help with the heat. Overall, the consensus was that the event was very positive and going to help the downtown area a lot. Discussed how the board can help with the events moving forward.

Lodging Tax Increase:

- Some conversation was had about the increase in the lodging tax and how to explain it to the community. The group discussed that some of the data showing the success of what GRIT has accomplished in the last 5 years and how that could be beneficial to the increase of the VIF fund. There will be more information packets at the GRIT table for Third Thursdays to help with this information distribution.

ADJOURN: The meeting officially adjourns at 1:01 pm.



Agenda Item #6.a.

Agenda Item Name:

Discuss proposed 2026 GRIT budget

Presenter:

Kim Burner, Main Street Manager

Item Description:

Review and discuss proposed 2026 GRIT Budget

Recommended Action:

Fiscal Impact:

Up to \$350,000. Revenue is projected to be \$240,000 in 2026. The proposed budget includes spending some reserve funds.

Operational Impact:

Budget is necessary as a guide to operations in 2026

Prior Board Motions:

NA

Background Information:

NA

Executive Summary:

Up to \$350,000. Revenue is projected to be \$240,000 in 2026. The proposed budget includes spending some reserve funds.

Notification Requirements:

NA

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. 2026 GRIT Budget - projects



without lodging tax

EVENTS	2025	2026
Rifle Rendezvous		
GRIT led event/Rifle Roundup BBQ	\$ 25,000.00	\$ 25,000.00
Hometown Holidays	\$ 25,000.00	\$ 25,000.00
Farmers Market		
Bookcliff Arts Concert Series	\$ 6,000.00	\$ 6,000.00
Middle Colorado Watershed	\$ 3,000.00	\$ 3,000.00
3rd of July family events/Parks & Rec		
RAMBO/Roan Cliff Chaos	\$ 7,000.00	\$ 7,000.00
Baseball Tournament	\$ 2,000.00	\$ 2,000.00
Climbing event		
Soccer	\$ 4,000.00	
Third Thursday on Third	\$ 30,000.00	\$ 30,000.00
touch a truck	\$ 4,000.00	\$ 5,000.00
July 3rd Band - Rec		\$ 5,000.00
unkown new event	\$ 6,000.00	\$ 2,500.00
EVENTS TOTAL	\$ 112,000.00	\$ 110,500.00
BRAND MARKETING		
volunteer appreciation, shwag, and printing		
Miscellaneous Marketing	\$ 5,000.00	\$ 2,500.00
VisitRifle annual hosting/URL free	\$ 300.00	\$ 300.00
social media, website, graphic design, video - Align Multimedia	\$ 25,000.00	\$ 25,000.00
BRAND MARKETING TOTAL	\$ 30,300.00	\$ 27,800.00
MAIN STREET PILLARS		
Visitor Attractions	\$ 5,000.00	\$ 40,000.00
City Beautification	\$ 15,000.00	\$ 20,000.00
Historic Preservation	\$ 15,000.00	\$ 5,000.00
MAIN STREET PILLARS	\$ 35,000.00	\$ 65,000.00
SPECIAL PROJECTS		
Placer AI		\$ 12,000.00
3rd Street Temporary Patio		
Grand Hogback Trails		
Centennial Park Playground		
Rifle Island Park		
Façade Grant Program	\$ 40,000.00	\$ 40,000.00
Mural Grant Program	\$ 15,000.00	
SPECIAL PROJECTS TOTAL	\$ 55,000.00	\$ 52,000.00
VIF ADMINISTRATION		
VIF Lunch	\$ 2,500.00	\$ 2,500.00
Trainings/Conferences	\$ 8,000.00	\$ 4,000.00
PT Event coordinator	\$ 35,000.00	\$ 25,000.00
GRIT Manager		\$ 35,000.00
VIF ADMINISTRATION	\$ 45,500.00	\$ 66,500.00
OPERATIONS AND MAINTENANCE		
Ute Theater operations		
3rd of July & Hometown Holiday (fireworks)	\$ 30,000.00	\$ 15,000.00
Boat Ramp maintenance	\$ 10,600.00	
Event Signage Replacement		\$ 1,500.00
City Cost Allocation	\$ 6,688.00	\$ 6,688.00
Operations and maintenance total	\$ 47,288.00	\$ 23,188.00
TOTAL COSTS	\$ 325,088.00	\$ 344,988.00
Revenue (not including grants)	\$ 250,000.00	\$ 250,000.00
Actual Revenue		
Grant Revenue / sponsorship		
VIF reserves		



Agenda Item #6.b.

Agenda Item Name:

Discuss committee assignments for Hometown Holiday 2025

Presenter:

Delaney Passmore, Administrative Assistant
Kim Burner, Main Street Manager

Item Description:

Discuss committee assignments for Hometown Holiday activities

Recommended Action:

NA

Fiscal Impact:

NA

Operational Impact:

As Hometown Holiday continue to grow, GRIT Advisory Board participation in the planning and organizing is imperative.

Prior Board Motions:

NA

Background Information:

NA

Executive Summary:

As HTH continues to grow, GRIT Board participation in the planning and organization of some of the activities becomes imperative. The committees and areas of opportunity to volunteer are: Grinch Steals 3rd Street, Architectural Scavenger Hunt (or new activity), Tree Lighting, Parade of Lights, After Party.

Notification Requirements:

NA

Prepared By:

Kim Burner, Main Street Manager

Attachments:

None