

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, January 10, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Chair Jim Voorheis.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Will Cross, Gil Frontella, Kevin Kelley, and Jim Voorheis.

Ms. Bracken made a motion to excuse Mr. Mackley from today's meeting; seconded by Mr. Cross; the motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; Kasey Beres, Member Services/Tourism Director, Rifle Area Chamber of Commerce; Eric Brynildson, Colorado River Engineering.

ITEMS ON THE AGENDA

APPROVAL OF NOVEMBER 9, 2011 MEETING MINUTES

Mr. Cross made a motion to approve the minutes as amended; seconded by Ms. Bracken. The motion passed unanimously.

PRESENTATION OF THE BOAT RAMP DESIGN BY COLORADO RIVER ENGINEERING

Eric Brynildson with Colorado River Engineering presented the set of design drawings to the Board. The drawings were approximately to 60% design completion. The drawings encompassed the CDOT lease area and they included such items as the CDOT requirement of a 50' asphalt apron, moving the berm for the parking area, the gravel path, future improvements such as restrooms, future expansion which includes additional parking. The design also included the areas which will require wetland mitigation.

Mr. Brynildson also presented to the Board an engineer's estimate of \$288,331 for probable construction costs. The cost estimate did not include design costs, permitting, getting running water or sewer to the area. Mr. Brynildson noted it would be necessary to build a temporary dam for the Boat Ramp construction.

Mr. Frontella made a motion to move forward with the boat ramp as designed; seconded by Ms. Bracken. The motion passed unanimously.

DISCUSS ADVERTISING AGREEMENT WITH THE RIFLE AREA CHAMBER OF COMMERCE

City Manager John Hier discussed the Agreement for Professional Services between the City of Rifle and the Rifle Area Chamber of Commerce with the Board. The Board previously agreed to allocate \$75,000 of their 2012 budget for advertising and marketing. Mr. Hier presented Exhibit A, the Scope of Services to the Board. The Scope of Services includes the proposed advertising program and lists the different areas of media, magazines, and promotional brochures that will be used. Of the \$75,000 for marketing and advertising, \$52,636.00 is specifically allocated for advertising design and preparation of promotional materials and programs, \$17,364 is allocated for a management fee to manage and distribute the advertising, and \$5,000 is allocated for website maintenance.

The Board would like the opportunity to review and comment on the advertising before it is published. Rifle Area Chamber of Commerce President/CEO Mr. Ladd agreed he would bring the advertisements to the Board if time allows. He explained that due to publishing deadlines it would not always be possible to have the Board review the advertising.

Mr. Hier will take this Professional Services Agreement for City Council approval at their next meeting on January 18th.

The Board suggested that the Real Western Innovation logo could be used on the advertisements instead of using the VIF logo.

DISCUSS MARKETING AND ADVERTISING PLAN FOR RIFLE WITH THE RIFLE AREA CHAMBER OF COMMERCE

Mr. Ladd discussed advertising in future years with the Board. He would like the Board to consider appropriating a percentage of their budget for marketing every year. In the future, Mr. Ladd would like the Board to consider a multi-year contract for advertising.

CONSIDER RECOMMENDING APPOINTMENT OF A NEW BOARD MEMBER

Deputy City Clerk Kristy Christensen has received one letter of interest for the vacant Board positions. The Board currently has two vacancies, one regular member position and one alternate member position. The vacant Board positions were advertised in the Citizen Telegram, Post Independent, Channel 10, and in the "This Week at the Chamber". The letter of interest received was from Keith Lambert.

Ms. Bracken made a motion to recommend that City Council appoint Keith Lambert to the Board; seconded by Mr. Kelley. The motion passed unanimously.

Mrs. Christensen will submit a letter recommending appointment of Keith Lambert as a regular Board member to City Council on their January 18th meeting.

OTHER DISCUSSION ITEMS

Ms. Bracken gave the Board an update on the Farmer's Market and the Summer Concert Series in Centennial Park. The Recreation Department is considering merging the Farmer's Market

with the concert series located in Centennial Park. The Concert Series along with the Farmer's Market will be extended to 12 weeks and will be held on Sundays.

The meeting adjourned at 1:32 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair