

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, March 13, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:01 p.m. by Chair Jim Voorheis.

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

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

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Nathan Lindquist, Planner; 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; and Nancy Kramer, Northwest Colorado Cultural Heritage Tourism.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE FEBRUARY 14, 2012 REGULAR MEETING

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

CONSIDER NORTHWEST COLORADO CULTURAL HERITAGE TOURISM REQUEST FOR FUNDING

Nancy Kramer presented the plans for the Northwest Colorado Cultural Heritage Tourism (CHT) and made a request for funding. Cultural Heritage Tourism is considered traveling to experience the places and activities that authentically represent the stories and people of the past and present. Statistics show that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling. The Northwest Colorado CHT is hoping to see the Colorado statistics improve.

The communities initially involved in the Northwest Colorado CHT were Routt, Moffat, and Rio Blanco Counties. Phase I which started in 2008 was to establish the program through master planning, interpretive themes, website, and brochures. Phase III starting in 2009 was the integration of Garfield County along with new regional brochures and Garfield County Community Rack Development. The municipalities along the Colorado River were invited to participate in the Northwest Colorado (CHT) brochure. The Northwest Colorado CHT is

seeking \$30,000 from Garfield County Communities. The \$30,000 will be divided between the 7 Garfield County Communities who participated. Garfield County originally contributed \$12,500. Northwest Colorado CHT is trying to match the \$12,500 to complete new brochure projects and \$15,000 to match the rack card grant.

No Action was taken.

DISCUSSION ON DOWNTOWN CELEBRATION

Nathan Lindquist, planner for the City of Rifle, is helping to plan a downtown celebration. Rifle, in cooperation with the Colorado Department of Local Affairs and the Sustainable Main Streets Initiative, received \$800,000 of the \$1.2 million awarded to DOLA for the US HUD/DOT Community Challenge Grant program. They would like to celebrate the progress that has been made downtown with the entire community. The event is being called Tour de Downtown and will be held on April 20th from 4:00 p.m. to 8:00 p.m.

The grant is divided into three sections: one is for market analysis and development, one is for transit and other transportation, and one section is for public outreach. The grant does not have funding available for some of the expenses that will be incurred to host the Tour de Downtown such as a banner. Mr. Lindquist will determine if the community outreach portion of the grant will cover the cost of food. The banner is expected to cost \$750.00. Nathan is asking the Board to help fund some of the expenses

Mr. Lindquist asked if anyone on the Board would be interested in participating in the Rifle Downtown Design Academy. The design academy needs 15 to 20 participants and will last 5 weeks

Mr. Frontella made a motion to approve the expenditure of \$750.00 for a Tour de Downtown banner; seconded by Mr. Cross. The motion passed unanimously.

UPDATE ON MARKETING AND ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Frank Ladd and Kasey Beres of the Rifle Area Chamber of Commerce gave an update to the Board on the progress of the marketing and advertising for Rifle. They distributed the 2012 – 2013 Member and Visitors Guide to the Board. The Guide is being distributed locally and in such places as DIA, the Silt Chamber of Commerce, and Parachute Chamber of Commerce. The Rifle Area Chamber of Commerce's Facebook page is up and running. To date the Chamber's Facebook page has been viewed 106,000 times. The Chamber is also currently working on the marketing and advertising for Elevation Outdoors which geared for climbers, the High Country Angler for fishermen and fly fishing, and the Northwest Colorado hunting guide.

CONSIDER RIFLE RENDEZVOUS REQUEST FOR FUNDING (BROOK LOVING)

Mr. Loving was present at the February 14th Board meeting. The Rifle Rendezvous is requesting \$5,000 for the 2012 Rifle Rendezvous. The Rifle Rendezvous is scheduled for May 11th, 12th, and 13th. Some of the events for the Rendezvous include a Bull Riding for Friday night with a

beer garden, Paul Bernklau with the Walk of History, and a Concert Saturday night with Sawyer Brown.

The Board noted \$2,000 was already included in the budget for the Rendezvous. The Board considered using some of the contingency funds.

Mr. Frontella made a motion to approve \$3,000 for the 2012 Rifle Rendezvous. The budget already includes \$2,000, so the additional funding will need to be approved by Council; seconded by Mr. Cross. The motion passed unanimously.

DISCUSS REQUEST FOR FUNDING OR GRANT PROCESS

Ms. Rogers created an application for our funding process. She gave copies of the application to the Board. Some minor suggestions were made. Ms. Rogers will modify the application and bring it to the next meeting.

OTHER DISCUSSION ITEMS

Boat Ramp Update. CDOT representative Tim Woodmansee said as part of the lease agreement, CDOT officials are requesting that the Boat Ramp have permanent restrooms, a drinking fountain, and outdoor lighting. Wetland permit application is pending. They have realigned the trail system with bridge over wetland area.

Lower Valley (LoVa) Trails. LoVa trails would like to be on the agenda for the next meeting to request funding.

Flower Planters for Downtown Area. Ms. Rogers is getting prices for the Downtown Planter. She will present a cost for approval at the next meeting.

The meeting adjourned at 2:14 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair