

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, April 10, 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, Gil Frontella, Keith Lambert, Ryan Mackley, and Jim Voorheis.

Ms. Bracken made a motion to excuse Will Cross and Kevin Kelley from today's meeting; seconded by Mr. Lambert; 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; and Kasey Beres, Member Services/Tourism Director, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE MARCH 13, 2012 REGULAR MEETING

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

CONSIDER THE NEW UTE THEATRE REQUEST FOR FUNDING TO PURCHASE A PRO FORMA

Ms. Rogers, a member of the New Ute Theatre Society (NUTS), requested funding for the New Ute Theatre. The City Council has requested a business plan from the NUTS group for the New Ute Theatre. The NUTS group would like to have a pro forma completed. The pro forma would provide information on financial viability, operating costs, and potential programming. The NUTS group would need to complete an RFP to determine the cost of a pro forma. The Board would like the NUTS to determine if other funding is available before they consider funding the theater pro forma.

No action was taken.

CONSIDER LOWER VALLEY (LOVA) TRAILS GROUP REQUEST FOR FUNDING

Larry Dragon submitted an invoice to the Board requesting \$2,500. Mr. Dragon met with the Board last fall to request this funding for the 2012 budget year. VIF included \$2,500 in the 2012 budget for the LoVa trails.

Mr. Frontella made a motion to approve the expenditure of \$2,500 to LoVa trails group; seconded by Mr. Mackley. The motion passed unanimously.

CONSIDER NORTHWEST COLORADO CULTURAL HERITAGE TOURISM REQUEST FOR FUNDING

Nancy Kramer of the Northwest Colorado Cultural Heritage Tourism met with the Board at the March 13, 2012 meeting to request funding. The Northwest Colorado Cultural Heritage Tourism (CHT) targets historical tourism. The Northwest Colorado CHT is seeking \$30,000 from 7 Garfield County Communities who participated in the brochure and rack card projects. Garfield County originally contributed \$12,500. Northwest Colorado CHT is seeking \$30,000 in matching grant funds; \$15,000 is for the brochure grant project and \$15,000 for the rack card project grant.

Mr. Frontella made a motion to approve the expenditure of \$2,500 to Northwest Colorado CHT; seconded by Mr. Lambert. The motion passed unanimously.

UPDATE ON 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. Mr. Ladd would like the Board to start to consider funding for 2013 marketing and advertising. Mr. Ladd also encouraged the Board to begin a process for marketing and advertising.

Ms. Beres noted the Rifle Area Chamber of Commerce's new Facebook page now has 500 fans. The Chamber recently met with the local Hotelier to discuss the implementation of a Facebook promotion for staying at local hotels. Ms. Beres presented to the Board the ad in the latest edition of Elevation Outdoors. Advertising is currently scheduled in Elevation Outdoors through the July/August edition. High Country Angler contains a ¼ page ad and will be printing in the next couple weeks. Northwest Colorado Hunting Guide will have a ½ page ad plus a story.

CONSIDER DOWNTOWN CELEBRATION REQUEST FOR FUNDING

Nathan Lindquist, Planner for the City of Rifle, is helping to plan a downtown celebration. 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 Board approved the expenditure of \$750.00 for the Tour de Downtown banner at the March 13, 2012 meeting. Mr. Lindquist has determined the US HUD/DOT Community Challenge grant will not cover the cost of food. Mr. Lindquist is asking the Board to help fund the cost of appetizers, which he estimates will cost \$500.00.

Mr. Frontella made a motion to approve the expenditure of \$500.00; seconded by Mr. Mackley. The motion passed unanimously.

CONSIDER FUNDING ½ THE COST OF DOWNTOWN FLOWER POTS

Ms. Rogers is requesting \$1,200 from VIF to cover ½ the cost of the planter. Ms. Rogers stated the DDA has already approved the expenditure of \$2,500 to Alpine Gardens for the downtown flower pots.

Mr. Lambert made a motion to approve the expenditure of \$1,200 for the downtown flower pots; seconded by Mr. Mackley. The motion passed unanimously.

REVIEW DRAFT APPLICATION FOR FUNDING OR GRANT PROCESS

Ms. Rogers presented a draft application for funding to the Board. Some minor suggestions were made.

Mr. Lambert made a motion to approve application with suggested changes seconded by Mr. Mackley. The motion passed unanimously.

OTHER DISCUSSION ITEMS

Downtown Celebration Banners

Ms. Rogers stated the banners for the Downtown Celebration are almost complete and she presented a design drawing to the Board.

Tour De Downtown

Ms. Rogers encouraged everyone to participate in the Rifle Tour De Downtown. She explained a design Charette open house was being held at the Garfield County Library from Monday to Wednesday and it was an opportunity for everyone to contribute their ideas.

The meeting adjourned at 1:30 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair