

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, July 10, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:02 p.m. by Chair Jim Voorheis.

PRESENT ON ROLL CALL: Board Members Will Cross, Gil Frontella, Kevin Kelley, and Keith Lambert

Mr. Lambert moved to excuse Blair Bracken and Ryan Mackley from today's meeting; seconded by Mr. Cross; the motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Lisa Cain, City Clerk; Helen Rogers, Project Manager, Downtown Development Authority; Emma Danciger, President, Bookcliffs Council on the Arts and Humanities; Dylan Lewis, Board Member, Rifle Area Chamber of Commerce; and Charles Kelty, City Finance Director.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE JUNE 12, 2012 REGULAR MEETING

Mr. Lambert moved to approve the minutes as presented; seconded by Mr. Cross. The motion passed unanimously.

CONSIDER FUNDING REQUEST FROM BOOKCLIFFS COUNCIL ON THE ARTS AND HUMANITIES

Emma Danciger, President, Bookcliffs Council on the Arts and Humanities (BCAH), thanked the Board for the funding it provided to BCAH in 2011. She requested \$4,000 to bring electrical wiring up to code in 2 of BCAH's buildings. The Board encouraged Ms. Danciger to submit BCAH's request on the funding application form recently developed by the Board.

UPDATE ON ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Dylan Lewis, Board Member, Rifle Area Chamber of Commerce gave an update to the Board on the progress of the marketing and advertising for Rifle. The Chamber has focused on its campaigns on Facebook, e-mail marketing, and television in Denver and Grand Junction. It is considering development of a website to replace its existing website.

REVIEW LODGING TAX REVENUES AND EXPENSES FOR 2012

City Finance Director Charles Kelty reviewed with the Board the Visitor Improvement Fund (Lodging Tax) financial report for the 5 months ending May 31, 2012. The Board will begin preparing its 2013 budget at its August 14, 2012 meeting.

OTHER DISCUSSION ITEMS

CDOT Lease Agreement

Helen Rogers, Project Manager, Downtown Development Authority, reported that Council had directed staff to prepare a lease agreement with the Colorado Department of Transportation for the boat ramp area.

The meeting adjourned at 1:30 p.m.

Lisa H. Cain
City Clerk

Jim Voorheis
Chair