

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, June 12, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:07 p.m. by Vice Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Will Cross, Gil Frontella, and Keith Lambert

Ms. Bracken made a motion to excuse Kevin Kelley, Ryan Mackley, and Jim Voorheis 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.

ITEMSON THE AGENDA

APPROVAL OF MINUTES FROM THE MAY 8, 2012 REGULAR MEETING

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

DISCUSS RIFLE BOAT RAMP LEASE AGREEMENT WITH CDOT

Helen Rogers gave an update on the recent Rifle Boat Ramp meeting with Colorado Department of Transportation (CDOT). After reviewing the design drawings, CDOT is requesting full service restroom facilities be provided at the boat ramp to avoid an increased burden on the CDOT rest area facilities. The construction of the restroom facilities and maintenance would add a significant financial burden to the project. CDOT has indicated the willingness to explore a lease that would have phasing components for permanent restrooms. The engineer's estimate which did not include restrooms was approximately \$288,000.

The Board feels the next step is to present the Boat Ramp project with the lease information to City Council and get their approval for the project. The Board would like to have City staff work with CDOT on the lease agreement.

Mr. Cross made a motion to move forward on the boat ramp project; seconded by Ms. Bracken. 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. The visitor numbers to the Visitor Information Center are increasing. The Visitor Information Center had 3,600 visitors during the month of May. The Rifle Area Chamber of Commerce Facebook page now has 1,300 likes and 530,000 friends of fans. Some of the current advertising consists of: Elevation Outdoors camping edition; a 7 minute spot on Colorado's Best is scheduled for the last week of June; and a 6-week campaign on Fox 31 commercials.

Mr. Ladd has suggested the Board consider the 2013 advertising budget and start the Request For Proposal (RFP) process soon. Mr. Lambert believes we need to discuss this soon. Lodging Tax Revenues are down and we need to determine a plan for next year. Mr. Ladd suggested allocating a percentage of the VIF budget to advertising. An RFP still needs to be developed. The Board would like an RFP for three to five years that would be subject to annual appropriation.

Mr. Lambert made a motion to ask City Staff to put together an RFP for the marketing and advertising; seconded by Ms. Bracken. The motion passed unanimously.

DISCUSS THE NORTHWEST COLORADO CULTURAL HERITAGE RACK CARDS

Ms. Rogers presented a draft of the Rack Cards. The Rack Cards currently includes such items as Rifle Falls, Rifle Mountain Park, rock climbing, oil and gas, and hunting and fishing.

OTHER DISCUSSION ITEMS

Centennial Concert Series and Farmers Market

The Centennial Concert Series starts this weekend. The band will play from 5:00 p.m. to 8:00 p.m.

The Farmers Market also starts this weekend. Sixteen vendors are signed up for the Farmers Market. The vendors are mostly arts and crafts. The Farmers Market starts at 4:00 p.m. and ends at 8:00 p.m.

The meeting adjourned at 1:11 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Vice Chair