

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, August 14, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:05 p.m. by Chair Jim Voorheis.

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

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

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Mike Braaten, Government Affairs Coordinator; 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 JULY 10, 2012 REGULAR MEETING

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

UPDATE ON ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Kacey Beres, Member Services/Tourism Director, Rifle Area Chamber of Commerce, gave an update to the Board on the progress of the marketing and advertising for Rifle. The Chamber has continued to get an increase in numbers on their Facebook page. Year to date 19,600 visitors have stopped at the Visitor Information Center. The Chamber is getting geared up for hunting season with advertisements planned for the Hunter's Guide and coordinating the Hunter's information tent. The Chamber is considering attending some tradeshow's next year such as International Sportsman's Expo.

Mr. Mackley arrived at 12:29 p.m.

DISCUSS FALL FESTIVAL

Ms. Bracken, Events Coordinator for the Rifle Recreation Department gave an overview of events for the Fall Festival scheduled October 20th. The Fall Festival will be held at Centennial Park from 10:00 a.m. to 5:00 p.m. The request for funding in the amount of \$3,000 was made last year at budget time and was included in the 2012 budget.

Helen Rogers, New Ute Theatre Society (NUTS), explained they are planning a street dance on 4th Street in front of the Ute Theatre to coincide with the Fall Festival. NUTS is requesting an additional \$3,000 for the street dance.

Ms. Rogers will bring a grant application to the September meeting.

DISCUSS 2013 BUDGET

The Board discussed the best approach to preparing its 2013 budget. The suggestion was made to allocate a percentage of the budget to each of the five categories. The suggested percentages were as follows:

City Promotion	50%
Special Events	20%
Historic Preservation	12%
Visitor Improvements	14.7%
City Beautification	3.3 %

At the next meeting the Board will continue to discuss the allocations for each of the five categories. The Board decided to eliminate the budget line item of Special Projects and include those expenses under the other five areas. This will keep a consistency between the budget and the five areas outlined in the ballot question resulting in Ordinance No. 33, series of 2007.

DISCUSS REQUEST FOR PROPOSALS (RFP) FOR MARKETING AND ADVERTISING

Mr. Hier will begin working on a draft RFP for Marketing and bring it to the September meeting.

OTHER DISCUSSION ITEMS

Northwest Colorado Cultural Heritage Brochure

Ms. Rogers presented a draft of the rack card prepared by the Northwest Colorado Cultural Heritage Tourism Program.

Deerfield Park Letter of support

The Board agreed to sign a letter of support for Deerfield Park to submit with the GOCO grant application.

The meeting adjourned at 1:24 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair