

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, October 9, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:00 p.m. by Chair Jim Voorheis.

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

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

OTHERS PRESENT: John Hier, City Manager; Lisa Cain, 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 SEPTEMBER 11, 2012 REGULAR MEETING

Mr. Kelley moved to approve the minutes as presented; seconded by Ms. Bracken. The motion passed unanimously.

UPDATE ON ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Kasey Beres, Member Services/Tourism Director, Rifle Area Chamber of Commerce, reminded the Board of the Chili Cook-Off on October 11. The Hunter's information tent will be located at Wal-Mart during hunting season. Ms. Beres gave an update to the Board on the progress of the marketing and advertising for Rifle. Frank Ladd, President/CEO, Rifle Area Chamber of Commerce, reported on the planned update of the Chamber website.

The Board was in recess from 12:10 p.m. to 12:31 p.m.

ACCEPT RESIGNATION FROM RYAN MACKLEY

The Board reviewed an e-mail message from Ryan Mackley in which he tendered his resignation from his position as Board Member. Mr. Frontella moved to accept Mr. Mackley's resignation; seconded by Mr. Kelley. The motion passed unanimously.

OTHER DISCUSSION ITEMS

Rifle Boat Ramp

Helen Rogers, Project Manager, Downtown Development Authority, reported that the City is awaiting a response from the Colorado Department of Transportation on the draft lease agreement for the Rifle boat ramp.

The Board discussed approaching Garfield County as an additional source of funding for replacing the boat ramp.

2013 Budget

City Manager John Hier provided the Board with copies of its budget. The Board will present its draft 2013 budget to City Council in a workshop on October 23 at 6:00 p.m.

There will be a discussion of the New Ute Theatre budget during a City Council workshop on October 17 at 6:00 p.m., as well as a discussion of the theatre budget during the October 23 workshop with City Council.

Request for Proposals (RFP) for Marketing and Advertising

The City received 2 proposals for marketing and advertising by the October 5 deadline. Ms. Bracken, Mr. Frontella, and Mr. Voorheis will analyze the proposals with Mr. Hier and present them for Board discussion at its November 13 meeting.

Tour de Downtown Rifle

Ms. Rogers noted that the Tour de Downtown Rifle on October 12 will feature activities at downtown Rifle businesses. Following the tour will be a design charrette at the Rifle Library. The charrette will focus on the Rifle Gateway, the Rifle Creek entrance to Centennial Park, and renovation of the county building at 3rd Street and East Avenue.

Fall Festival

Ms. Rogers and Ms. Bracken reminded the Board of the Fall Festival that will take place October 20.

The meeting adjourned at 12:57 p.m.

Lisa H. Cain
City Clerk

Jim Voorheis
Chair