

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, January 8, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:14 p.m. by Vice Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Sara Brainard, Gil Frontella, Kevin Kelley, Keith Lambert, and Sean Strode.

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

OTHERS PRESENT: John Hier, City Manager; Lisa Cain, City Clerk; Buzz Kehoe, Information Technology Director; Nathan Lindquist, City Planner; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE DECEMBER 18, 2012 REGULAR MEETING

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

ELECTION OF OFFICER(S) FOR VACANT CHAIR POSITION

Mr. Strode moved to appoint Mr. Frontella as Chair; seconded by Mr. Kelley. The motion passed unanimously.

Mr. Kelley moved to appoint Ms. Bracken as Vice Chair; seconded by Mr. Strode. The motion passed unanimously.

DISCUSS RECRUITMENT OF A HOTEL AFFILIATED BOARD MEMBER

Following appointment of Ms. Brainard and Mr. Strode, vacancies still exist for one regular Board Member and one alternate Board Member. The Board discussed focusing recruitment efforts on people who own or manage the local hotels.

UPDATE ON MARKETING AND ADVERTISING PROPOSALS

John Hier reported that staff is preparing the marketing and advertising contract with the Rifle Area Chamber of Commerce. Frank Ladd, President/CEO, Member Services/Tourism Director, Rifle Area Chamber of Commerce, thanked the Board and the City Council for awarding the contract to the Chamber.

Mr. Ladd reported that the Chamber has been promoting the ice fishing contest that will take place January 19 and 20. Chamber members will also be promoting Rifle at the International Sportsmen's Expo in Denver from January 17 through 20.

OTHER DISCUSSION ITEMS

The Board discussed these additional items:

- Northwest Colorado Cultural Heritage Tourism program
- Applying for a Fishing is Fun grant to fund some of the costs of the new boat ramp
- Carbondale Gateway Park
- Use of the property at 139 Railroad Avenue for downtown special events
- Wayfinding signs
- 2013 City budget
- Upcoming activities related to the HUD/DOT Downtown Grant
- Design of a roundabout on the north side of Interstate 70
- Promoting additional local activities, such as the Roan Cliff Chaos bicycle race

The meeting adjourned at 1:20 p.m.

Lisa Cain
City Clerk

Gil Frontella
Chair