

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, December 18, 2012
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Chair Jim Voorheis.

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

Ms. Bracken moved to excuse Kevin Kelley 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; 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; Dylan Lewis, Lewis Marketing.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE NOVEMBER 13, 2012 REGULAR MEETING

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

APPROVAL OF MINUTES FROM THE DECEMBER 4, 2012 SPECIAL MEETING

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

BUDGET UPDATE

Finance Director Charles Kelty presented the VIF Financial Report through October 2012. Revenues year-to-date are 16.2% less than the same period in 2011. Expenditures year-to-date are 73.2% higher.

UPDATE ON ADVERTISING

Frank Ladd, President/CEO, 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 is currently advertising in Rock and Ice magazine and Snowmobile Storm magazine. Year-to-date, the Chamber has mailed 25% more visitor packets than last year.

Dylan Lewis with Lewis Marketing gave an update on social media efforts. The focus has shifted to ice fishing. There is good momentum on Facebook. He presented the Visit Rifle Colorado Facebook page and selected comments to share with the Board.

DISCUSS REQUEST FOR FUNDING FROM BCAH

June Renfro with Bookcliffs Council of the Arts and Humanities (BCAH) is requesting \$3,000.00 from the Board. The funds being requested will be used for the music series, the Rifle Community Garden, and expansion of Art Class.

Ms. Bracken moved to approve the BCAH request for \$3,000.00 in 2013; seconded by Mr. Lambert. The motion passed unanimously.

DISCUSS POTENTIAL NEW MEMBERS

Kristy Christensen presented to the Board letters from Sean Strode and Sara Brainard expressing interest in being appointed to the Board.

Mr. Frontella moved to recommend that City Council appoint Sean Strode and Sara Brainard to the Board; seconded by Ms. Bracken. The motion passed unanimously.

DISCUSS UPDATED PROPOSALS RECEIVED FOR MARKETING AND ADVERTISING

John Hier presented proposals received from the Chamber and from Colorado Mountain News Media. The subcommittee recommended entering into a contract with the Chamber for 2013 marketing. The Board would like them to include a promotional package which will include such things as a night stay, golf, and dining. The package should include advertising for golf. It should promote the City's new website. There should be a system to gauge effectiveness. The Chamber should provide a quarterly update to the Board.

Mr. Frontella moved to approve awarding the contract for marketing and advertising in the amount of \$53,700 to the Rifle Area Chamber of Commerce with promotional package and golf advertising; seconded by Ms. Bracken. The motion passed by majority (Mr. Lambert dissenting).

ACCEPT RESIGNATION FROM JIM VOORHEIS

Mr. Voorheis is resigning his position effective January 1, 2013.

Mr. Lambert moved to accept the resignation of Jim Voorheis; seconded by Ms. Bracken. The motion passed unanimously.

OTHER DISCUSSION ITEMS

Expenditures for Holly Days

Ms. Rogers requested approval for expenditures she made during Holly Days in the amount of \$730.

The Board discussed the lack of budgeted funds for these expenses and the need to eliminate this problem.

Mr. Lambert moved to recommend that City Council approve payment of \$730 for Holly Days expenses from the Contingency Fund; seconded by Ms. Bracken. The motion passed unanimously.

The meeting adjourned at 1:58 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair