

# VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, September 11, 2012  
REGULAR MEETING  
Noon \* City Hall Conference Room

The regular meeting of the Board was called to order at 12:07 p.m. by Chair Jim Voorheis.

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

Mr. Cross moved to excuse 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.

## ITEMSON THEAGENDA

### ***APPROVAL OF MINUTES FROM THE AUGUST 14, 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***

Frank Ladd, President/ CEO, Rifle Area Chamber of Commerce, gave an update to the Board on the progress of the marketing and advertising for Rifle. The Chamber is anticipating \$60,000 to \$65,000 in marketing and advertising expenditures this year. The Hunter's information tent will be located at Wal-Mart during hunting season.

### ***Discuss Rifle Boat Ramp Lease Agreement***

Jim Neu forwarded to the VIF board the draft lease agreement with CDOT. CDOT currently has the agreement and we are waiting for them to review it and respond.

### ***DISCUSS 2013 BUDGET***

The Board worked on their portion of the 2013 draft budget. A budget for 2013 was developed based on anticipated revenues for the year. The VIF budget will be presented to and discussed with the budget committee on September 20, 2012.

***DISCUSS REQUEST FOR PROPOSALS (RFP) FOR MARKETING AND ADVERTISING***

Ms. Christensen presented to the Board the RFP for Marketing and Advertising. The proposals are due October 5<sup>th</sup>. The Board will discuss the proposals received at their next meeting.

***OTHER DISCUSSION ITEMS***

**Centennial Park Concert Series and Fall Festival**

Ms. Bracken, Events Coordinator, noted the last concert series in Centennial Park was September 9th. Planning is in progress for the Fall Festival. Ms. Bracken thanked the Board for their continued support.

**Northwest Colorado Cultural Heritage Tourism Program**

The Board discussed purchasing another rack to display cards to promote tourism.

The meeting adjourned at 2:02 p.m.

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Kristy Christensen  
Deputy City Clerk

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Jim Voorheis  
Chair