

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, November 13, 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, Gil Frontella, Kevin Kelley, Keith Lambert, and Jim Voorheis.

Mr. Kelley moved to excuse Will Cross from today's meeting; seconded by Ms. Bracken; 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.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE OCTOBER 9, 2012 REGULAR MEETING

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

UPDATE ON ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Frank Ladd, President/CEO, and Kasey 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 Board discussed location of the hunter's tent in 2013.

DISCUSS RECOMMENDATIONS FROM MARKETING AND ADVERTISING COMMITTEE

Following interviews with the Rifle Area Chamber of Commerce and Colorado Mountain News Media's ("CMNM") Stephanie Schafer and Laurie Vagneur, the Marketing and Advertising Subcommittee recommended that City Manager John Hier contact Mr. Ladd, Ms. Schafer, and Ms. Vagneur to determine if they would be interested in submitting a joint proposal which would include the best of both proposals.

Mr. Ladd reported that he had discussed this recommendation with the Chamber's Board of Directors, and the Chamber Board is not interested in submitting a joint proposal. It would be acceptable to the Chamber if the City entered into separate contracts with the Chamber and with CMNM for different components of marketing and advertising services, but the Chamber would not recommend this approach.

Mr. Lambert, Ms. Beres and Mr. Ladd left the meeting.

The Board discussed the Chamber's and CMNM's proposals. It will consider recommending that the City award the contract for marketing and advertising to the Chamber, and that the Chamber incorporate aspects of CMNM's proposal into its services. Ms. Bracken will prepare a list of the aspects of CMNM's proposal that the Chamber should include in its services. The Board will hold a special meeting at noon on November 20, 2012, to consider making this recommendation.

OTHER DISCUSSION ITEMS

Lodging Tax Revenues

Mr. Hier informed the Board that lodging tax revenues were 56 percent less in September 2012 than in September 2011. Year to date, lodging tax revenues are 20 percent less than in 2011.

Holly Days

Helen Rogers, Project Manager, Downtown Development Authority, reported that Holly Days will take place on December 1, with activities similar to last year's activities.

Rifle Bucks

Mr. Hier announced that the City will offer the Rifle Bucks program in November and December.

Rifle Boat Ramp

Ms. Rogers informed the Board that there have been staffing changes at the Colorado Department of Transportation, delaying development of the lease for the Rifle Boat Ramp.

Northwest Colorado Cultural Heritage Tourism Program

Ms. Rogers reported that the City's rack card for the Northwest Colorado Cultural Heritage Tourism Program is being printed, and the program website is being developed.

Ms. Rogers will meet with representatives of the Department of Local Affairs about agritourism.

The meeting adjourned at 1:45 p.m.

Lisa H. Cain
City Clerk

Jim Voorheis
Chair