

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, April 9, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:02 p.m. by Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Sara Brainard, Gil Frontella, Ryan Gilbert, Kevin Kelley, Carol Mazingo, and Sean Strode.

Ms. Bracken moved to excuse Keith Lambert from today's meeting; seconded by Mr. Kelley. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Nathan Lindquist, City Planner; Helen Rogers, Project Manager, Downtown Development Authority; Dana Ingram, Main Street Coordinator, Rifle Regional Economic Development Corporation; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce,

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE MARCH 12, 2013 REGULAR MEETING

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

UPDATE ON MARKETING AND ADVERTISING (RIFLE AREA CHAMBER OF COMMERCE)

Frank Ladd, President/CEO, Rifle Area Chamber of Commerce introduced the new membership and tourism director Kelly Diaz. Mr. Ladd gave an update to the Board on the marketing and advertising program for Rifle. Dylan Lewis of Lewis Marketing presented a power point containing the first quarter executive summary on the marketing and advertising. Some of the marketing and advertising completed during the first quarter included attending the International Sportsmen's Expo held in Denver, Colorado and an ice fishing tournament at Rifle Gap Reservoir.

UPDATE ON MAIN STREET PROJECTS

Rifle Regional Economic Development Corporation's (RREDC) Main Street Coordinator Dana Ingram provided an update on Main Street projects.

CONSIDER FUNDING REQUEST FROM RIFLE REGIONAL ECONOMIC DEVELOPMENT CORPORATION FOR FLOWER PLANTERS FOR THE VACANT LOT ON 2ND STREET

Ms. Ingram submitted a grant application from RREDC for \$980.08. The funds would be used for flower pots and flowers to be located on the vacant lot at the intersection of 2nd Street with Railroad Avenue, which will be used for downtown special events throughout the year.

Ms. Brainard moved to approve the funding request of \$980.08; seconded by Mr. Strode. The motion passed unanimously.

CONSIDER FUNDING REQUEST FROM DOWNTOWN DEVELOPMENT AUTHORITY FOR DOWNTOWN FLOWER PLANTERS

Downtown Development Authority Project Manager Helen Rogers submitted a grant application in the amount of \$1,195.76. The funds would be used for pots of flowers to be located on 3rd and 4th Streets. This is half the cost of the planters. The cost of the flower planters is split with the DDA.

Ms. Bracken moved to approve the request for funding of \$1,195.76; seconded by Mr. Kelley. The motion passed unanimously.

CONSIDER FUNDING REQUEST FROM PARKS AND RECREATION FOR CENTENNIAL CONCERT SERIES

Ms. Bracken, Events Coordinator for the City of Rifle, submitted a grant application in the amount of \$11,000. The funds would be used for the 2013 Centennial Concert Series. They are currently planning on 9 weeks of concerts and a 3rd of July concert.

Mr. Strode moved to approve the request for funding of \$11,000; seconded by Ms. Mozingo. The motion passed unanimously.

CONSIDER FUNDING REQUEST FROM PARKS AND RECREATION FOR 4TH OF JULY FIREWORKS

Ms. Bracken submitted a grant application in the amount of \$5,000. The funds would be used for fireworks displays at the Independence Day Celebration on July 3rd. Total cost of fireworks is \$12,000.

Ms. Brainard moved to approve the funding request of \$5,000 for the 4th of July fireworks; seconded by Mr. Strode. The motion passed unanimously.

UPDATE ON NORTHWEST COLORADO CULTURAL HERITAGE TOURISM

Ms. Rogers' informed the Board Northwest Colorado Cultural Heritage Tourism will be discussing gateway signage at their next meeting. Northwest Colorado Cultural Heritage Tourism is planning a historic trail of the energy industry throughout Western Colorado

UPDATE ON RIFLE BOAT RAMP

Ms. Rogers distributed a copy of the lease agreement with Colorado Department of Transportation (CDOT) for the Rifle Boat Ramp. CDOT has requested some changes to the lease including requiring permanent restroom facilities. The Board does not have money in their budget to fund this project. Ms. Rogers suggested some possibilities for grants all of which will require some matching funds.

OTHER DISCUSSION ITEMS

The Board discussed these additional items:

- Ms. Mozingo brought up the lodging tax revenue in relationship to the taxes. The local hotel occupancy rate is down 37% from last year. This will directly affect the lodging tax revenue.
- New Ute Theatre bids were opened and appeared to be lower than the budgeted amount including dumb waiters and telescopic seating.
- Mr. Frontella distributed documents to the new members of the Board. Deputy City Clerk Kristy Christensen will create an orientation packet with current information and distribute those to the Board.
- Ms. Helen stated she will submit a memo for the next Council meeting with the recommendations of expenditures discussed during this meeting. The Council packet deadline is April 11th at noon.

The meeting adjourned at 1:30 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair