

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, August 13, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:04 p.m. by Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Sara Brainard, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, and Carol Mozingo.

OTHERS PRESENT: Matt Sturgeon, City Manager; Kristy Christensen, Deputy City Clerk; and Frank Ladd, President/CEO, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE JUNE 11, 2013 REGULAR MEETING

Board Member Mozingo moved to approve the minutes as presented; seconded by Board Member Lambert. The motion passed unanimously.

ACCEPT SEAN STRODE'S RESIGNATION FROM THE BOARD

The Board reviewed an e-mail message from Sean Strode in which he tendered his resignation from his position as Board Member on June 17, 2013. Sean stated he is no longer able to attend the monthly meeting due to a change of employment.

Board Member Bracken moved to accept Sean Strode's resignation from the Board; seconded by Board Member Lambert. The motion passed unanimously.

CONSIDER RECOMMENDING APPOINTMENT OF A REGULAR BOARD MEMBER AND AN ALTERNATE BOARD MEMBER TO CITY COUNCIL

Ryan Gilbert is currently an alternate Board member. He expressed interest in being a regular Board member at the June 11th meeting.

Board Member Lambert moved to recommend appointing Ryan Gilbert as a Regular Board Member to Council at the August 21st City Council meeting; seconded by Board Member Mozingo. The motion passed unanimously.

Kristine Llacuna submitted a letter of interest to be an alternate Board member on July 17th. Kristine is a lifetime Rifle resident and currently owns Lady Bug Express located in Rifle.

Board Member Brainard moved to recommend appointing Kristine Llacuna as an alternate Board member to Council at the August 21st City Council meeting; seconded by Board Member Bracken. The motion passed unanimously.

FINANCIAL UPDATE – NOT ON THE AGENDA

City Finance Director Charles Kelty was requested to attend the VIF meeting today by Chair Frontella and give a year-to-date financial update to the Board. The year-to-date revenues are \$45,099 which is 11% higher compared to the prior year's revenue for the same time period. The year-to-date expenditures are \$69,569.

QUARTERLY REPORT FROM RIFLE AREA CHAMBER OF COMMERCE ON MARKETING AND ADVERTISING

Frank Ladd, President/CEO, Rifle Area Chamber of Commerce gave an update to the Board on the marketing and advertising program for Rifle. Some of the marketing and advertising completed during the second quarter included Colorado's Best morning show on KDVR in Denver, a month long contest on KREX TV in Grand Junction, an ad in Colorado Avid Golfer magazine, and an ad in High Country Angler magazines. The Rifle Chamber's new website was also launched during the second quarter.

Mr. Ladd requested that the Board inform him of its 2014 budget process and if the Board is going to request proposals for 2014 marketing and advertising.

CONSIDER GRANT REQUEST FOR CITY OF RIFLE FALL FESTIVAL

Ms. Bracken, Events Coordinator for the City of Rifle, submitted a grant application in the amount of \$3,000. The funds would be used for the 2013 Fall Festival being held in October. The 2013 budget included \$3,000 for the Fall Festival.

Board Member Lambert moved to approve the expenditure; seconded by Board Member Mozingo. The motion passed unanimously.

REVIEW 2014 GRANT REQUEST FOR NORTHWEST COLORADO CULTURAL HERITAGE TOURISM

Nancy Kramer, Program Director for Northwest Colorado Cultural Heritage Tourism (NWCCHT) submitted a grant application in the amount of \$4,500 for 2014. The funds will be used for the design, fabrication, and installation of a large community gateway interpretive sign project.

The Board will discuss this grant request during the 2014 budget meetings.

RESCHEDULE THE SEPTEMBER 10, 2013 BOARD MEETING – IT CONFLICTS WITH ELECTION DAY

Deputy City Clerk Kristy Christensen requested the meeting date in September be changed. Rifle Municipal Election day is September 10th and the meeting room and staff will be needed for the Election.

The Board cancelled the September regular meeting. The Board has Strategic Planning on September 12, 2013 and determined a Budget Workshop would be necessary in September, as well. The Budget Workshop is scheduled for September 23, 2013 beginning at noon.

DISCUSS STRATEGIC PLANNING SCHEDULED FOR SEPTEMBER 12, 2013

Deputy City Clerk Kristy Christensen discussed logistics for the Strategic Planning session scheduled for September 12, 2013.

The meeting adjourned at 1:18 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair