

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, October 8, 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, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, Kristine Llacuna, and Carol Mozingo.

Board Member Lambert moved to excuse Sara Brainard from today's meeting; seconded by Board Member Mozingo. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Helen Rogers, Project Manager, Downtown Development Authority; Kelley Diaz, Tourism Director, Rifle Area Chamber of Commerce, and Frank Ladd, President/CEO, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE AUGUST 13, 2013 REGULAR MEETING

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

REVIEW DRAFT STRATEGIC PLAN

Mr. Gary Suiter of Suiter & Associates completed a draft summary report of the Strategic Planning session held on September 12th. The Board reviewed the report.

DISCUSS ACTION STEPS FOR STRATEGIC PLAN GOALS

The Board plans to complete the action steps for each goal listed in the Strategic Report over the next five meetings. The Board started to develop action steps for Goal 2: Identify and Strengthen Historic Preservation.

The Board developed the following action items for Goal #2, Identify and Strengthen Historic Preservation:

- Complete a Historical Assessment
- Create a Map which has tourist attractions, amenities, and historic locations
- Explore utilization of the Rifle Museum
- Assess utilization of the historic Bridge
- Establish historic gateway signage

OTHER DISCUSSION ITEMS

The Board discussed these additional items:

- Frank Ladd, President/CEO, Rifle Area Chamber of Commerce, brought up his concerns to the Board over the new funding process created by the Board at the Strategic Planning retreat. His major concern was the dates of the funding, as April would be too late in the year to receive money.

Board Member Lambert moved to approve changing the grant award dates to January and July meetings with the submittal dates 90 days prior (October and July); seconded by Board Member Mozingo. The motion passed unanimously.

The Board will review grant applications for 2014 at the November meeting, so they will be able to award grants at the January meeting.

- Kelley Diaz, Tourism Director, Rifle Area Chamber of Commerce, distributed a list of 2013 accomplishments, projections for 2014, and a budget justification memo for the Chamber to the Board.
- Board Member Frontella presented to the Board additional funding requests for Holly Days for \$750, Fall Festival for \$3,000, and Symphony in the Valley for \$2,500.

Board Member Lambert moved to approve the request for Holy Days for \$750; seconded by Board Member Mozingo. The motion passed unanimously. Board member Bracken abstained.

Board Member Mozingo moved to approve the request for Symphony in the Valley for \$2,500; seconded by Board Member Mozingo. The motion passed unanimously.

The meeting adjourned at 1:10 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair