

# VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, November 12, 2013  
REGULAR MEETING  
Noon \* City Hall Conference Room

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

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

**OTHERS PRESENT:** Matt Sturgeon, City Manager; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Nathan Lindquist, Planning Director; 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 OCTOBER 8, 2013 REGULAR MEETING***

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

### ***REVIEW REVISED VIF BUDGET***

Finance Director Charles Kelty presented to the Board the amended VIF budget being presented during the public hearing to Council on November 20<sup>th</sup>. The proposed 2014 VIF budget presented to Council during the budget meeting had a \$20,000 deficit for the 2014 year. Council asked that the budget be modified to have expenses less than the projected revenues for the year, so the expenses had to be reduced by \$20,000.

### ***REVIEW GRANT REQUESTS FOR 2014***

#### ***a. RIFLE AREA CHAMBER OF COMMERCE***

Rifle Area Chamber of Commerce President/CEO Frank Ladd submitted a grant application in the amount of \$44,500. The funds would be used for advertising and marketing Rifle to increase tourism.

The Board gave consensus to approve \$35,000 for tourism in 2014.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

**RIFLE RENDEZVOUS**

Rifle Rendezvous Festival President Scott Brynildson submitted a grant application in the amount of \$5,000. The funds would be used to help pay for a portion of the expenses for the Festival.

The Board would like to have the following addressed before the next meeting:

1. Number of people who attended the 2013 Rendezvous
2. The specific use of the funds requested in 2014

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

**b. CITY OF RIFLE**

City of Rifle Events Coordinator Blair Bracken submitted three grant applications. One grant application was for \$5,000 to help cover costs for the 4<sup>th</sup> of July celebration. The second grant application was for \$11,000 to help cover expenses for the Centennial Concert Series. The last grant application was for \$3,000 to be used for the Fall Festival.

The Board would like to have the following addressed before the next meeting:

1. Number of people who attended the 2013 events
2. The specific use of the funds requested in 2014

The Board will consider taking action on these funding requests at its December 10<sup>th</sup> meeting.

**c. SYMPHONY IN THE VALLEY**

David Merritt President Symphony in the Valley submitted a grant application in the amount of \$2,500. The funds would be used for operating expenses.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

**d. RIFLE REGIONAL ECONOMIC DEVELOPMENT**

Rifle Regional Economic Development Corporation Main Street Coordinator Dana Ingram submitted a grant application in the amount of \$8,070. The funds would be used for First Friday events in 2014, Event materials, and way finding signage.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

Ms. Ingram submitted a grant application in the amount of \$722.20. The funds would be used to complete the downtown mural done by the Rifle Middle School's Second Shift art students.

Board Member Mozingo moved to approve the request for \$722.20 to frame the mural completed by RMS students; seconded by Board Member Brainard. The motion passed unanimously.

**e. FIRST FRIDAY**

City of Rifle Planner Nathan Lindquist submitted a draft First Friday schedule with an appeal to the Board for any amount of funds to assist the new program.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

Kristine Llacuna and Blair Bracken left the meeting at 1:20 p.m.

**f. DOWNTOWN DEVELOPMENT AUTHORITY**

Downtown Development Authority Project Manager Helen Rogers submitted a grant application in the amount of \$1,200. The funds would be used for flower planters to be located on 3<sup>rd</sup> and 4<sup>th</sup> Streets.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

**g. NORTHWEST COLORADO CULTURAL HERITAGE TOURISM (NWCCHT)**

Northwest Colorado Cultural Heritage Tourism Program Coordinator Nancy Kramer submitted a grant application in the amount of \$4,500. The funds would be used to complete design, fabrication, and installation of Community Gateway Interpretive Signs for Rifle.

The Board will consider taking action on this funding request at its December 10<sup>th</sup> meeting.

Carol Mozingo left the meeting at 2:10

**DISCUSS ACTION STEPS FOR STRATEGIC PLAN GOALS**

During the October 8<sup>th</sup> meeting the Board developed action items for Goal #2: Identify and Strengthen Historic Preservation. Helen Rogers researched some of the action items discussed and gave the Board an update on some of those action items. She discovered that the Board is not able to qualify for money to complete a historical assessment. She also presented to the Board with an example of a map to be used at the hotels.

The Board will discuss action steps for Strategic Plan Goals at its December meeting.

The meeting adjourned at 2:15 p.m.

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Kristy Christensen  
Deputy City Clerk

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Gil Frontella  
Chair