

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, December 10, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Chair Gil Frontella.

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

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

OTHERS PRESENT: 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 NOVEMBER 12, 2013 REGULAR MEETING

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

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. On November 22, 2013, Frank Ladd submitted a letter to the Board amending his grant application and listing specific advertising services they would provide in 2014 for \$8,900.

Board Member Brainard moved to approve the Rifle Area Chamber of Commerce amended grant request of \$8,900; seconded by Board Member Mozingo. The motion passed unanimously

b. 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.

At the November meeting, the Board requested some additional information. Scott Brynildson was e-mailed the request last week, but has not responded yet. In order to

give him more time to respond The Board will consider taking action on this funding request at its January 14th meeting.

c. CITY OF RIFLE

City of Rifle Events Coordinator Blair Bracken submitted three grant applications. One grant application was for \$11,000. The funds would be used to help cover expenses for the Centennial Concert Series.

Board Member Brainard moved to approve the \$11,000 grant request with Blair Bracken's suggestion of fewer concerts with better quality bands, but they would like her to consider scheduling the concert series on a different day of the week; seconded by Board Member Gilbert. The motion passed unanimously.

City of Rifle Events Coordinator Blair Bracken submitted grant application for \$5,000 to help cover costs for the 4th of July celebration.

Board Member Lambert moved to approve the grant request of \$5,000 for the 4th of July Celebration; seconded by Board Member Brainard. The motion passed unanimously.

City of Rifle Events Coordinator Blair Bracken submitted grant application for \$3,000 to be used for the Fall Festival.

Board Member Kelley moved to approve the grant request of \$3,000 for the Fall Festival; seconded by Board Member Mozingo. The motion passed unanimously.

d. 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.

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

e. 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 January 14th meeting.

f. 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 January 14th meeting.

g. 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 3rd and 4th Streets.

Board Member Brainard moved to approve the grant request in the amount of \$1,200; seconded by Board Member Gilbert. The motion passed unanimously

h. 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.

Board Member Gilbert moved to approve the grant request in the amount of \$4,500; seconded by Board Member Mazingo. The motion passed unanimously

REVIEW GRANT REQUEST FOR RAILROAD AVENUE STREETScape AND PEDESTRIAN IMPROVEMENTS

City of Rifle Planner Nathan Lindquist submitted a grant request in the amount of \$28,130 for Railroad Avenue Streetscape and Pedestrian Improvements. The City of Rifle is applying for a Garfield County Federal Mineral Lease District (FMLD) grant for Railroad Avenue Streetscape and Pedestrian improvements. The FMLD grant requires a 30% match on funds. The total cost of the project is \$185,000. The City will submit the grant application and manage the project as well as contribute \$10,000 towards the necessary match funds. The 28,130 will be used for matching grant funds. The FMLD grant application is February 28, 2013.

The Board will consider taking action on this funding request at its January 14th meeting.

Sara Brainard and Kristine Llacuna left the meeting at 1:25 p.m.

UPDATE ON THE RIFLE BOAT RAMP PROJECT

Ms. Rogers Project Manager, Downtown Development Authority gave an update on the Rifle Boat Ramp Project.

The meeting adjourned at 1:35 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair