

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, January 14, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:05 p.m. by Chair Gil Frontella.

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

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

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

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE DECEMBER 10, 2013 REGULAR MEETING

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

ACCEPT RESIGNATION FROM BLAIR BRACKEN

Blair Bracken submitted a letter of resignation to the Board on December 27, 2013.

Board Member Kelley moved to accept the resignation submitted by Blair Bracken; seconded by Board Member Brainard. The motion passed unanimously.

ACCEPT RESIGNATION FROM CAROL MOZINGO

Carol Mozingo submitted a letter of resignation to Board on December 30, 2013

Board Member Lambert moved to accept the resignation submitted by Carol Mozingo; seconded by Board Member Brainard. The motion passed unanimously.

ELECTION OF OFFICERS FOR VACANT OFFICER POSITIONS

The resignation of Blair Bracken and Carol Mozingo created two vacancies on the Board. Blair Bracken was also the Vice Chair. The Board will need to elect a new Vice Chair and fill two vacant Board seats.

Board Member Lambert moved to nominate Ryan Gilbert for Vice Chair; seconded by Board Member Kelley. The motion passed unanimously.

Board Member Lambert moved to nominate Sara Brainard for Secretary; seconded by Board Member Kelley. The motion passed unanimously.

With no other Board Members nominated for either position. Board Member Gilbert was elected Vice Chair and Board Member Brainard was elected Secretary by acclamation.

DISCUSS RECRUITING NEW MEMBERS FOR VACANT BOARD POSITIONS

The Board currently has 2 vacant Board positions. The Board would like to advertise for the vacant board positions in the Citizen Telegram, Post Independent, and Channel 10, and consider the possibility of including a notice in the City utility bill.

The Board is requesting Kristine Llacuna, who currently serves on the Board as an alternate member, become a regular member. Kristine will submit a letter of interest and Kristy Christensen will submit the Board's recommendations to Council for approval at their next meeting.

DISCUSS ADVERTISING BUDGET WITH RIFLE AREA CHAMBER OF COMMERCE

Frank Ladd, President/CEO, Rifle Area Chamber of Commerce gave comments to the Board on prior marketing and advertising completed by the Chamber for the Board.

REVIEW RIFLE RENDEZVOUS GRANT REQUESTS FOR 2014

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 in 2014. The additional information requested by the Board was submitted by Scott Brynildson on December 10th.

Board Member Brainard moved to approve the \$5,000 grant; seconded by Board Member Llacuna. 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 grant request of \$28,130 will be used for matching grant funds. The City will submit this grant request to the FMLD in their August grant cycle.

Mr. Lindquist asked the Board to consider a small portion of the grant request now. The shade structure to be installed on the second street lot for the Farmer's Market will need to be completed before summer. The shade structure is \$4,000.

Board Member Llacuna moved to approve the amended request of \$4,000; seconded by Board Member Brainard. The motion passed unanimously.

Board Member Llacuna left at 1:39 p.m.

REVIEW GRANT REQUEST FOR RIFLE REGIONAL ECONOMIC DEVELOPMENT/MAIN STREET

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, Renew Rifle Spring Community Day, a volunteer event, streetscape art and landscape design program, and way finding signage.

Board Member Lambert moved to approve the \$5,440 to help cover expenses for First Fridays, Renew Rifle Spring Community Day, and the volunteer event; seconded by Board Member Brainard. The motion passed unanimously.

UPDATE ON GRANT APPLICATION FOR RIFLE BOAT RAMP RELOCATION

Helen Rogers, Project Manager, Downtown Development Authority gave an update on the Rifle Boat Ramp Project. City of Rifle Government Affairs Coordinator Kimberly Bullen is writing the grant application for Fishing is Fun grant.

Other Discussion items

- Board Member Lambert requested that “Finishing the action plans from Strategic Planning” be on the agenda for the next meeting and all subsequent meetings until complete.
- The Board reviewed tourist maps being distributed in other communities. These maps are not to scale and include locations of interest. The Board will continue to work on creating a tourist map for Rifle.

The meeting adjourned at 1:38 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair