

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, February 11, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:19 p.m. by Chair Gil Frontella.

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

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

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; 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 JANUARY 14, 2014 REGULAR MEETING

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

DISCUSS MARKETING AND PROMOTION FOR RIFLE (RIFLE AREA CHAMBER OF COMMERCE)

Frank Ladd, President/CEO, Rifle Area Chamber of Commerce discussed reprinting some of the brochures and maps they currently distribute. The Chamber is out of the Bullet brochures and they have limited stock on the Top 10 Trails Hiking and Biking map. The total cost to print both brochures with a quantity projected to last for another full year is \$2,300.

Board Member Brainard moved to approve reprinting of the Top 10 Trails Hiking and Biking map and Bullet brochures not to exceed \$2,300; seconded by Board Member Llacuna. Roll Call: Yes –Llacuna, Gilbert, Brainard. No - Lambert. The motion passed by majority.

The Board discussed future marketing and advertising for the City of Rifle

Board Member Lambert moved to create an RFP to determine best marketing practices specific to Rifle and to determine the return on investment; seconded by Board Member Brainard. The motion passed unanimously

Board Member Llacuna left the meeting at 1:11p.m.

DISCUSS STRATEGIC PLAN ACTION STEPS

The Board plans to complete the action steps for each goal listed in the Strategic Report. The Board previously worked on the action steps for Goal 2. They decided to begin developing action steps for Goal 1: Improve visitor Attractions.

The action steps are:

- Continue to support and develop the Rifle Boat Ramp and trail
- New Ute Event Center
- Rifle Mountain Park
- Colorado River
- Improve I-70 signage
- Art in downtown
- Bike Share – sporting equipment

The meeting adjourned at 1:15 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair