

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, May 13, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:07 p.m. by Vice Chair Ryan Gilbert.

PRESENT ON ROLL CALL: Board Members Debi Billings, Bob Gardner, Ryan Gilbert, Kevin Kelley, Keith Lambert, and Kristine Llacuna .

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

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Nathan Lindquist, Planning Director; Don Chaney, Cultural and Special Events Manager; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; Katie Harris, Tourism Director, Rifle Area Chamber of Commerce; Aaron Mattix; Marc Rassel, Align Multimedia; and Aron Diaz, Align Multimedia.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM MARCH 12, 2014 REGULAR MEETING

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

APPROVE MINUTES FROM APRIL 8, 2014 REGULAR MEETING

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

FINALIZE VISITOR MAP (NATHAN LINDQUIST)

Nathan Lindquist Planning Director presented an updated visitor map to the Board which incorporated suggestions from the April meeting. To print 10,000 copies of the visitor maps bound in tear away pads of 100 each, is projected to cost \$1,986.64.

Board Member Lambert moved to approve the printing of the visitor maps in an amount not to exceed \$1,986.64; seconded by Board Member Llacuna. The motion passed unanimously.

REVIEW CENTENNIAL CONCERT SERIES SCHEDULE (DON CHANEY)

Cultural and Special Events Manager Don Chaney gave an update to the Board on the Centennial Concert Series Schedule.

RECEIVE PRESENTATION ON PEDESTRIAN AND BIKE CONNECTOR TRAIL

Aaron Mattix, a member of the Rifle Area Mountain Bike Organization, presented to the Board the idea of developing a pedestrian and bike connector trail located west of Rose Hill Cemetery and along Marrow Drive. The Board suggested he discuss his idea with the property owners.

RECEIVE PRESENTATION ON MARKETING STUDY OPTIONS (ALIGN MULTI-MEDIA)

Align Multimedia Director of Account Services Aaron Diaz, Align Multimedia Creative Director Mark Rassel, and 44Ounces Principal Michael Fife (via conference call) presented to the Board the benefits of a marketing study. A marketing study would help ensure a return on investment by Identify the sellable market or the people most likely to buy, measure the financial worth and likely response, and give us the ability to connect with people that were identified.

Kevin Kelley left the meeting at 12:58

CONSIDER DATES FOR WORKSHOP WITH COUNCIL

A workshop with Council was scheduled for May 14, 2014, but was cancelled. The Board was asked to reschedule this workshop with Council. The Board would like to meet with Council on July 9th.

DISCUSS STRATEGIC PLAN ACTION STEPS

Board member Lambert has updated the Strategic Plan Action Steps with targeted time lines to complete each goal. The timelines are: short term goals completed in 1 year or less, medium range goals completed in 2 to 5 years, long range goals completed in over 5 years, and ongoing goals. Deputy City Clerk Kristy Christensen will update the electronic version of the will make strategic action steps and forward to revised 2014 Strategic Plan to the Board .

CONSIDER ADOPTING 2014 STRATEGIC PLAN

The Board will consider adopting the 2014 Strategic Plan at the June 13th meeting.

The meeting adjourned at 2:20 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair