

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, June 10, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Vice Chair Ryan Gilbert.

PRESENT ON ROLL CALL: Board Members Sara Brainard, Debi Billings, Bob Gardner, and Ryan Gilbert.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Matt Sturgeon, City Manager, Nathan Lindquist, Planning Director; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; and Katie Harris, Tourism Director, Rifle Area Chamber of Commerce; Keith Lambert; Kevin Kelley; and Kristine Llacuna.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM MAY 13, 2014 REGULAR MEETING

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

CONSIDER APPLICANTS FOR VACANT BOARD SEATS

Debi Billings an alternate member on the Board submitted a letter to be considered for a vacant regular seat.

Board Member Brainard moved to recommend to Council that Debi Billings be moved from the alternate seat to a regular seat; seconded by Board Member Gardner. The motion passed unanimously.

Letters of interest were received by Keith Lambert, Kristine Llacuna, Kevin Kelley, Angela Strode, and Frank Ladd

Board members cast ballots, which Deputy City Clerk Kristy Christensen tallied. Kevin Kelley, Keith Lambert, and Kristine Llacuna received a majority of votes to serve on the Board as a regular member. Angela Strode received a majority of the votes to serve on the Board as an alternate member.

CONSIDER ADOPTING 2014 STRATEGIC PLAN

The Board reviewed the final draft of the 2014 Strategic Plan and determined they would like to adopt it.

Board Member Brainard moved to adopt the 2014 Strategic Plan and submit it to council for their review; seconded by Board Member Gilbert. The motion passed unanimously.

CONSIDER QUOTES ON MARKETING STUDY OPTIONS

Three marketing firms were contacted to submit quotes to the Board for a marketing study. 44Ounces, ROIC Analytics, LLC, and Teradata were all contacted and asked to submit quotes for the Board to review. Teradata declined to provide a quote. Two quotes were received. One quote from ROI Analytics, LLC in the amount of \$15,000 and one from quote from 44Ounces in the amount of \$9,889.

The Board would like to discuss the marketing study at the next meeting and will ask 44Ounces to be available via phone to answer questions from the Board.

FINANCIAL UPDATE (CHARLES KELTY)

Finance Director Charles Kelty gave a financial update on Lodging Tax Board revenues and expenditures year to date. Year-to-date revenues are \$28,365 and 6.2% less than the same period in 2013. Lodging Tax expenditures year-to-date are \$19,257.

CONSIDER GRANT APPLICATIONS

Rifle Area Chamber of Commerce submitted a grant request for the amount of \$1,914.52. The funds would be used to create and print a new six pane brochure which will replace the existing bullet brochure.

Board Member Brainard moved to approve the grant application for new brochures in an amount not to exceed \$1,914.52; seconded by Board Member Gardner. The motion passed unanimously.

Rifle Creek Museum Board submitted a grand request for \$9,000. The funds would be used for computers, printers, archival supplies, brochures, marketing, preservation and processing of Garrison glass plate negatives, and reconfiguration of the lock on the vault.

The Board needs some clarification on the request and would like to have them attend the next meeting.

Rifle Area Chamber of Commerce submitted a grant request in the amount of \$10,000. The funds would be used for radio and TV advertising to promote the City of Rifle and it's amenities.

The Board will consider this grant request at the next meeting.

Rifle Farmer's Market Committee submitted a grant request in the amount of \$5, 000. The funds would be used for the 2014 Farmer's Market expenses such as, entertainment, tents, site use, lemonade stand, tokens for SNAP program, postage, and post office box rental fee.

Board Member Brainard moved to approve the grant application in the amount of \$5,000; seconded by Board Member Gilbert. The motion passed unanimously.

City of Rifle submitted a grant application in the amount of \$25,000. The funds would be used for improvements to the Railroad Avenue and 3rd Street. These improvements would include wayfinding signage, improvements to sidewalks, bulbouts, connections from the Rifle Creek Trail to Railroad Avenue at 9th Street, and landscaping improvements in multiple locations.

The Board will consider this grant request at the next meeting.

UPDATE ON RIFLE BOAT RAMP

Ms. Rogers gave an update on the Rifle Boat Ramp. She stated the CDOT lease agreement is now fully executed and a 404 permit has been received.

Include some budget time on the next meeting to select priorities

The meeting adjourned at 1: 30p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Vice Chair