

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, July 8, 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 Debi Billings, Sara Brainard, Bob Gardner, Ryan Gilbert, Kevin Kelley, Keith Lambert, Kristine Llacuna, and Angela Strode.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Nathan Lindquist, Planning Director; Helen Rogers, Project Manager, Downtown Development Authority; Katie Harris, Tourism Director, Rifle Area Chamber of Commerce; Aaron Diaz, Align Multimedia; Ava Bowles; and Kathy Runia.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM JUNE 10, 2014 REGULAR MEETING

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

ELECT OFFICERS TO THE BOARD

Chair

Board Member Billings nominated Ryan Gilbert to serve as Chair; seconded by Board Member Gardner.

The nominations were closed.

Board members voted. Ryan Gilbert received a majority of the votes and was proclaimed Chair.

Vice Chair

Board Member Kelley nominated Debbi Billings to serve as Vice Chair; seconded by Board Member Llacuna.

The nominations were closed.

Board Members voted. Debbi Billings received a majority of the votes and was proclaimed Vice Chair.

Secretary

Board Member Lambert nominated Sara Brainard to serve as Secretary; seconded by Board Member Llacuna.

The nominations were closed.

Board Members voted. Sara Brainard received a majority of the votes and was proclaimed Secretary.

FINANCIAL UPDATE

The Board reviewed their budget with year to date actual revenues and expenditures compared to the budgeted revenues and expenditures.

CONSIDER QUOTES ON MARKETING STUDY

Align Multimedia Director of Account Services Aaron Diaz was available to answer questions from the Board concerning the quote for the marketing study.

Board Member Lambert moved to approve the Marketing Study in an amount not to exceed \$9,889; seconded by Board Member Gilbert. The motion passed by majority.

CONSIDER GRANT APPLICATION FROM CITY OF RIFLE FOR RAILROAD AVENUE IMPROVEMENTS (NATHAN LINDQUIST)

City of Rifle submitted a grant application in the amount of \$25,000. Planning Director Nathan Lindquist explained that the funds would be used for improvements to Railroad Avenue and 3rd Street. These improvements would include wayfinding signage, improvements to the Ute Plaza, and connection of the Rifle Creek Trail to Railroad Avenue at 9th Street. The project is expected to cost \$95,000. The City will be applying for a Garfield County Federal Mineral Lease District grant in August to help with funding the project.

Board Member Lambert moved to allocate \$25,000 from reserve funds for this grant application and submit the recommendation to Council; seconded by Board Member Brainard. The motion passed unanimously.

CONSIDER GRANT APPLICATION FROM RIFLE CREEK MUSEUM BOARD

Ava Bowles and Kathy Runia from the Rifle Creek Museum Board were present to answer questions from the Board. The Rifle Creek Museum Board submitted a grant request for \$7,500. The funds would be used for artifact preservation, computers, printers, scanners and purchasing archival supplies, brochures, marketing, preservation and processing of Garrison glass plate negatives, and reconfiguration of the lock on the vault.

Board Member Billings moved to approve the grant funding in the amount not to exceed \$4,500; seconded by Board Member Llacuna. The motion passed unanimously.

CONSIDER GRANT APPLICATION FORM RIFLE AREA CHAMBER OF COMMERCE FOR RADIO AND TV PROMOTIONS

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 its amenities.

Board Member Lambert moved to approve the Rifle Area Chamber of Commerce's grant request in the amount of \$10,000; seconded by Board Member Billings. The motion passed unanimously.

CONSIDER TOPICS FOR WORKSHOP WITH RIFLE CITY COUNCIL

The Board has a Workshop with Rifle City Council on July 9th at City Hall. Some items the Board would like to discuss with City Council include the City of Rifle Grant request for \$25,000 for improvements, VIF adopted Strategic Plan, and the Rifle Boat Ramp.

UPDATE ON RIFLE BOAT RAMP

Ms. Rogers gave an update on the Rifle Boat Ramp.

OTHER DISCUSSION ITEMS

Lodging Tax – Kevin Kelley presented an article from The Daily Sentinel that discusses the collection of Lodging Taxes when the reservation is made through an online agency. Bob Gardner, who manages the Hampton Inn in Rifle, said the Hampton Inn collects the Lodging Taxes at check in for those reservations.

Farmer's Market – The Farmer's Market this year is on the Second Street lot Friday nights from 4:00 p.m. to 8:00 p.m.

The meeting adjourned at 1:47 p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Vice Chair