

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

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

The regular meeting of the Board was called to order at 12:04 p.m. by Vice Chair Debi Billings.

PRESENT ON ROLL CALL: Board Members Debi Billings, Sara Brainard, Bob Gardner, Keith Lambert, Kristine Llacuna, and Angela Strode.

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

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

ITEMS ON THE AGENDA

APPROVE MINUTES FROM SEPTEMBER 9, 2014 REGULAR MEETING

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

CONSIDER PROJECT EVALUATION FORM (KRISTY CHRISTENSEN)

Deputy City Clerk Kristy Christensen presented a draft project evaluation form to the Board for their review. The Board recommended some changes to the form. Kristy will make the suggested changes and present it to the Board at their next meeting.

CONSIDER MARKETING SUBCOMMITTEE

The Board would like to consider a marketing subcommittee. The subcommittee would meet more frequently and their focus would be marketing and tourism. The subcommittee would update the Board at their monthly meetings.

Members of the subcommittee will be Ryan Gilbert, Debi Billings, Bob Gardner, Nathan Lindquist, Kristy Christensen, and Frank Ladd.

Board Member Brainard moved to approve a marketing subcommittee; seconded by Board Member Llacuna. The motion passed unanimously.

DISCUSS STRATEGIC PLAN

Nathan expanded on the Board’s Strategic Plan with potential projects that fit the existing goals and action steps. Each of the Board members will vote on their top three projects and submit them to Nathan. Nathan will present the results at the next Board meeting.

OTHER DISCUSSION ITEMS

President/CEO Rifle Area Chamber of Commerce Frank Ladd asked the Board to consider a full page advertisement in the Visitor’s Guide and funds for someone to manage the Sportsman’s Expo booth. The full page advertisement would cost approximately \$1,500. Board member Debi Billings volunteered to design the advertisement.

Board Member Lambert moved to approve a half page advertisement in the Visitors Guide contingent on available funds and with the condition Debi Billings will design the ad; seconded by Board Member Gardner. The motion passed unanimously.

EXECUTIVE SESSION FOR THE PURPOSE OF DETERMINING POSITIONS RELATIVE TO MATTERS THAT MAY BE SUBJECT TO NEGOTIATIONS, DEVELOPING STRATEGY FOR NEGOTIATIONS, AND/OR INSTRUCTING NEGOTIATORS, UNDER C.R.S. SECTION 24-6-402(4)(E)

Board Member Lambert moved to adjourn to executive session to discuss negotiations; seconded by Board Member Brainard (1:04 p.m.). The motion passed unanimously.

Kristine Llacuna left executive session at 1:21 p.m.

Board Member Gardner moved to adjourn from executive session for negotiations; seconded by Board Member Billings. The motion passed unanimously.

Board returned to open session following conclusion of the executive session at 1:29 p.m.

The meeting adjourned at 1:39 p.m.

Kristy Christensen
Deputy City Clerk

Debi Billings
Vice Chair