

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, January 13, 2015
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:00 p.m. by Chair Ryan Gilbert.

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

Board Member Lambert moved to excuse Sara Brainard and Kristine Llacuna 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; and Helen Rogers, Project Manager, Downtown Development Authority.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM DECEMBER 13, 2014 REGULAR MEETING

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

CONSIDER DESIGNS FOR UTE PLAZA AREA (HELEN ROGERS)

Helen Rogers presented to the Board the three design options for outside seating for the Ute Plaza area.

Kristine Llacuna arrived for the meeting at 12:03 p.m.

DISCUSS 2015 CENTENNIAL PARK CONCERT SERIES (DON CHANEY)

Don Chaney presented his considerations for the upcoming summer concert series. He is considering having six concerts this summer with the concerts being held on either Thursday or Friday.

CONSIDER ADOPTING MARKETING WORK PLAN (NATHAN LINDQUIST)

Nathan Lindquist presented to the Board the Marketing Committee's Work Plan.

Five focus areas in the work plan are:

1. Select signature events to improve and market
2. Centralize visitor information
3. Analyze organizational roles, staff, and budget needs to accomplish items 1 and 2
4. Develop a common look, feel, and messaging

5. Expand social media and other types of marketing

Board Member Lambert moved to approve the Marketing Committee Work Plan for the 5 focus areas; seconded by Board Member Billings. The motion passed unanimously.

PRIORITIZE STRATEGIC PLAN ACTION ITEMS (NATHAN LINDQUIST)

Nathan Lindquist presented a list of action items for Goal 4 of the Strategic Plan, Identify and support City Beautification Projects. The Board discussed and then selected their top three priorities for action items and submitted them to Nathan. He will tally them and present the results and the updated Strategic Plan at the next meeting.

The meeting adjourned at 1:22 p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Chair