

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, February 10, 2015
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:04 p.m. by Chair Ryan Gilbert.

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

Board Member Llacuna moved to excuse Sara Brainard and Angela Strode and from today's meeting; seconded by Board Member Kelley. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Matt Sturgeon, City Manager; Nathan Lindquist, Planning Director; Don Chaney, Cultural and Special Events Manager; Helen Rogers, Project Manager, Downtown Development Authority; Gina Reese-Long, Special Programs Coordinator, Rifle Area Chamber of Commerce; and Katie Harris, Tourism Director, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM JANUARY 13, 2015 REGULAR MEETING

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

Sarah Brainard arrived for the meeting at 12:09

DISCUSS ADOPTED BUDGET TRANSFERS TO OTHER FUNDS

City Manager Matt Sturgeon explained to the Board the budget process and the allocation of the funds during the budget process. Every year at the end of the budget process the budget which includes the VIF budget is adopted by City Council. The Board would like to develop a reporting process for expenditure directly related to projects and special events that are operating transfer out of VIF funds into other City funds. The Board reached a consensus that City staff that is completing work on behalf of the VIF Board for special events and projects should complete a staff report on the projects and provide the report to the VIF Board before the budget process.

RECEIVE MARKETING COMMITTEE WORK PLAN UPDATE

City Planner Nathan Lindquist is collaborating with outside entities such as Rifle Regional Economic Development Corporation (RREDC), Rifle Area Chamber of Commerce, and Downtown Development Authority (DDA), to discuss coordinating marketing and events to combine everyone's efforts.

DISCUSS STRATEGIC PLAN ACTION ITEMS

City Planner Nathan Lindquist presented to the Board their updated Strategic Plan with action items. The Board selected priorities for Goal 4, Identify and support City beautification projects. Nathan also presented the Main Street calendar which includes their 2015 priorities, promotions, events, and work plan. The planning Department completed a downtown business survey. The top priorities selected by the downtown businesses were the Ute Event Center and Farmer's Market.

The meeting adjourned at 1:22 p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Chair