

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, June 11, 2008
REGULAR MEETING
Noon * Conference Room

The regular meeting of the Board was called to order at 12:04 p.m. by Chairperson Scott Becker.

PRESENT ON ROLL CALL: Board Members Gil Frontella, Michael Langhorne, Trent Pierson, Helen Rogers, John Savage, Matt Sturgeon, and Chairperson Scott Becker.

OTHERS PRESENT: Wanda Nelson, City Clerk.

ITEMS ON THE AGENDA

APPROVAL OF MAY 14, 2008 MINUTES

Mr. Frontella moved to approve the Minutes; seconded by Mr. Langhorne. The motion passed unanimously.

OLD BUSINESS

Ms. Rogers stated that she and Mr. Frontella have requested funds from the Parks and Rec Advisory Board (PRAB) for music and other items at the Farmer's Market. PRAB approved the request. Ms. Rogers and Mr. Frontella will approach the Community Foundation for their support.

Mr. Becker reported that the tennis courts will be resurfaced soon, allowing for increased use of the courts.

DISCUSSION OF CITY PROMOTION

The Board discussed the following items:

1. Maps available in tablet form
2. Display board at the Information Center
3. Visitor Information Center
4. Funding cost/expansion of websites – City and Chamber
5. Marketing to those who live here
6. Rifle Falls
7. Unique name of Rifle
8. History of pristine area for hunting and fishing
9. Magazine article
10. Local contest for writes on City's attributes
11. Website, TV, press, internet marketing and promotion
12. Streaming Cable 10 to website
13. Roundabouts
14. Centennial Park
15. Entrance of Rifle

Mr. Becker will invite Annick Pruitt, Chamber Director, to the next meeting to discuss possible ways to fund expansion of their website. Mr. Sturgeon will ask Mr. Deussen, City Engineer, to attend the next meeting to discuss specific details regarding the landscaping and aesthetics of the roundabouts.

OTHER DISCUSSION ITEMS

The Board discussed presenting their ideas for the funding of projects to Council during the fall budget cycle. Mr. Becker stated that the next meeting will be held July 9, 2008.

The meeting adjourned at 1:15 p.m.

Wanda Nelson
City Clerk

Scott Becker
Chair