

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, August 13, 2008
REGULAR MEETING
Noon * Conference Room

The regular meeting of the Board was called to order at 11:43 p.m. by Chairperson Scott Becker.

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

Mr. Langhorne moved to excuse Board Members Helen Rogers and Matt Sturgeon from today's meeting; seconded by Mr. Frontella. The motion carried unanimously.

OTHERS PRESENT: John Hier, City Manager; Wanda Nelson, City Clerk.

ITEMS ON THE AGENDA

APPROVAL OF JULY 09, 2008 MINUTES

Mr. Savage moved to approve the Minutes; seconded by Mr. Pierson. The motion passed unanimously.

OLD BUSINESS

Mr. Hier provided an update on the cattle drive iron statues planned for the Roundabouts. SGM is working with CDOT on the design and approval of the bases for installation. Mr. Hier also reported on a PR campaign that is being launched for businesses affected by the Roundabout. Mr. Becker reported that the Chamber will come back to a future meeting regarding the update of their website. The banner poles have been rebuilt and are presently being used.

DISCUSSION OF HISTORIC PRESERVATION

Mr. Frontella noted that Ms. Rogers has been speaking with representatives from the railroad regarding access to the Old Bridge. The funds for the theatre assessment have been approved.

OTHER DISCUSSION ITEMS

Mr. Hier reviewed the VIF budget for 2009. Revenue projections, priorities, and recommended expenditures were discussed. The Board identified the following priorities:

1. Visitor Improvements and Attractions: Boat ramp; events marketing, renovation of the Ute theatre.
2. Special Events: air show; marketing through websites, signage, airtime; Farmer's Market.

3. Beautification Projects: Downtown Rifle, including benches, lighted lamp posts, curb extensions, trashcans; landscaping at the 6&24 corridor at the West end of town; river corridor.
4. City Promotion: maps available in tablet form; funding cost/expansion of websites – City and Chamber; Rifle Falls; website, TV, press, internet marketing and promotion.
5. Historic Preservation: Ute Theatre; Old Bridge.

Discussion of funding these items will occur at a Budget Workshop on August 27, 2008 at 11:30 a.m.

The meeting adjourned at 1:13 p.m.

Wanda Nelson, City Clerk

Scott Becker, Chair