

# VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, May 10, 2016  
REGULAR MEETING  
Noon \* City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order 12:02 p.m. by Chair Kevin Kelley.

**PRESENT AT ROLL CALL:** Board Members Keith Lambert, Kevin Kelley, Tanya Doose, Bob Gardner. Debi Billings arrived at 12:07p.m.

**OTHERS PRESENT:** AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist; Marc Rassel and Ryan Mackley of Align Multimedia

## **APPROVE MINUTES FROM April 12, 2016 REGULAR MEETING**

Board Member Lambert moved to approve the minutes as presented; seconded by Board Member Doose. Motion passed.

## **UPDATE ON GRIT/VIF MARKETING**

Board received presentation on marketing efforts involving Align Multimedia.

## **UPDATE OF VIF FUNDED EVENTS**

Board received update about marketing efforts funded by VIF including Rifle Farmers Market and the Hilltop Summer Concert Series organized by the Bookcliffs Arts Center.

## **DISCUSS UPCOMING VIF VACANCY ANNOUNCEMENTS**

Board discussed upcoming VIF vacancy announcements.

Meeting adjourned at 1:18p.m.

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Cathleen Anthony  
AmeriCorps Intern for City of Rifle

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Kevin Kelley  
Chair