

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, March 11, 2009
REGULAR MEETING
Noon * Conference Room

The regular meeting of the Board was called to order at 12:09 p.m. by Chair Scott Becker.

PRESENT ON ROLL CALL: Board Members Gil Frontella, Trent Pierson, Helen Rogers, Matt Sturgeon, Jim Voorheis, and Chair Scott Becker.

Ms. Rogers moved to excuse Michael Langhorne and John Savage from today's meeting; seconded by Mr. Frontella. The motion passed unanimously.

OTHERS PRESENT: Wanda Nelson, City Clerk; Annick Pruett & Andrea Maddalone, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF FEBRUARY 11, 2009 MINUTES

Ms. Rogers moved to approve the Minutes; seconded by Mr. Sturgeon. The motion passed unanimously.

UPDATE ON THE CHAMBER OF COMMERCE MARKETING CAMPAIGN

Ms. Pruett provided an overview of the changes made to the Chamber's website. Ms. Maddalone stated that the new site was launched February 16, and the top five viewed pages are Lodging, Visitors, Recreation, Hunting, and the Chamber's page. The new tourism video, "It's All Out There! Rifle Colorado" was shown. This video will be played at the information center, and copies will be made available to interested visitors.

VIF STRATEGIC PLAN

Mr. Sturgeon presented a draft Strategic Plan that outlined the Board's mission statement, stated three goals, and listed the action steps to complete the goals. The action steps were built around the Board's priorities. Mr. Frontella moved to adopt the Strategic Plan; seconded by Ms. Rogers. The motion passed unanimously. Mr. Frontella stated that the Plan is a fluid document, and will be updated as the Board deems necessary.

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING – March 11, 2009

PUBLIC OUTREACH

During previous meetings, the Board has discussed the possibility of holding an open house to elicit community input on future projects. Mr. Becker would like to hold such a public forum in the format of a "meet and greet" in April. He will check with the Rifle Fire Protection District to see if their facility is available on April 21st in the evening. The Board agreed to meet again on March 17, 2009 at 1:00 p.m. to plan the forum.

PRESS RELEASE

Board member John Savage had prepared a draft press release regarding the activities of the VIF Advisory Board. The Release will be discussed at the March 17th special meeting.

OTHER DISCUSSION ITEMS

Ms. Rogers stated that the roundabout sculptures are progressing. Mr. Sturgeon noted that the consultants are on-board for the Rifle Gateway Project. Mr. Frontella attended *Symphony in the Valley* in Glenwood Springs, and would like the Ute Theatre to be able to host such events in the future.

The meeting adjourned at 1:21 p.m.

Wanda Nelson, City Clerk

Scott Becker, Chair