

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, May 13, 2009
REGULAR MEETING
Noon * Council Chambers

The regular meeting of the Board was called to order at 12:01 p.m. by Chair Scott Becker.

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

OTHERS PRESENT: Wanda Nelson, City Clerk; Erin Sims, Deputy City Clerk; Kathleen Morse, Grant Coordinator; Mike Braaten, Government Affairs; Frank McSwain, Fleisher Company.

ITEMS ON THE AGENDA

APPROVAL OF APRIL 22, 2009 MINUTES

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

3RD STREET LIGHT REPLACEMENT

Mike Braaten requested funding to complete the 3rd Street Light Replacement project. In total, 21 lights will be replaced on 3rd Street. Mr. Frontella moved to fund \$3,006.00 to this project; seconded by Mr. Langhorne. The motion passed unanimously.

FLEISHER GROUP PRESENTATION OF PROPOSAL TO PURCHASE THE COUNTY FAIR SITE

Frank McSwain with the Fleisher Company presented his proposal to the Board to purchase the County Fair Site and relocate it to another location in Rifle. The current site would be developed for business use. Mr. Savage made a motion to support the concept as long as the Fairgrounds stay in Rifle; seconded by Mr. Pierson. The motion passed unanimously.

BOARD MEMBER INTEREST IN PROJECT PRIORITIES

Ms. Rogers read each item on the Priority List, with the following members interested in projects as follows: Boat Ramp - Mr. Savage, Ms. Rogers, Mr. Frontella; Events Marketing – Mr. Becker, Mr. Sturgeon; Renovate Ute Theatre – Mr. Frontella, Mr. Sturgeon, Ms. Rogers, Mr. Langhorne; Air Show – Mr. Savage; Marketing through web-sites, signage, airtime – Mr. Sturgeon, Mr. Langhorne, Mr. Pierson; Farmers Market – Ms. Rogers, Mr. Voorheis; Landscaping at the 6 & 24 Corridor at West end of town – Mr. Pierson, Mr. Savage; River Corridor – Mr. Savage; Maps Available in Tablet Form – marketing; Rifle Falls – marketing; Web-site, TV press, internet marketing and promotion – marketing;

Ute Theatre – Mr. Frontella, Mr. Sturgeon, Ms. Rogers, Mr. Langhorne; Old Bridge – Mr. Frontella, Mr. Savage.

RIFLE BRANDING

Continued to next meeting.

RELOCATION OF BOAT RAMP

Ms. Rogers discussed a draft letter written to various government entities regarding the possibility of relocating the Rifle boat ramp to a better location with easier access. The letter will be presented to City Council for their consideration.

PROCESS FOR SOLICITING BUDGET PROPOSALS

Mr. Savage would like to schedule a workshop with City Council to discuss the 2010 Budget. A joint workshop between the Board and Council will occur this Fall.

REVIEW / UPDATE MASTER PLAN

Mr. Sturgeon noted that the Master Plan now contains a Mission Statement and Goals, with action steps to complete each goal. The plan is available on the City's website in the VIF section.

OTHER DISCUSSION ITEMS

The Board would like to see the Financial Statements for their budget at least bi-monthly.

The meeting adjourned at 1:20 p.m.

Erin Sims, Deputy City Clerk

Scott Becker, Chair