

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, November 12, 2009
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 11:35 p.m. by Mr. Scott Becker.

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

OTHERS PRESENT: Erin Sims, Deputy City Clerk; Andrea Maddelone, Rifle Area Chamber of Commerce; Annick Pruitt, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF OCTOBER 14, 2009 MEETING MINUTES

Mr. Becker made a motion to approve the minutes with one amendment, seconded by Ms. Rogers. The motion passed unanimously.

CHAMBER UPDATE

Ms. Maddelone from the Rifle Area Chamber of Commerce had a winter advertising proposal to show the board. The ads will run in Glenwood Springs from December 15, 2009 through the end of March 2010. The Chamber wants to take an "In your face" approach to advertising this year in hopes of drawing a new crowd to the Rifle area. Ms. Maddelone will update the board again when the ads are finalized.

4TH OF JULY FIREWORKS CONTRIBUTION

The Rifle Area Chamber of Commerce is requesting money from the VIF board to help fund the 2010 fireworks display in Rifle. They need \$20,000 in total. Mr. Langhorne made a motion that the board could commit \$5,000 from the 2010 budget, seconded by Ms. Rogers.

RIFLE BOAT RAMP UPDATE

Ms. Rogers presented the board with CDOT's response to the letter that was drafted this summer, regarding the possible move of the Rifle boat ramp. The board discussed possible other options for this ramp, accessed from the Rest Area. The board will meet on site in the near future to more accurately pinpoint a new location for the ramp. Ms. Rogers will send an email to the board to arrange the meeting.

CHRISTMAS DECORATION CONTRIBUTION

The City of Rifle would like to purchase new Christmas Decorations for the front of City Hall, Railroad Avenue, and Third and Fourth Streets. The City had donated \$5,000; The DDA has donated \$2,500; The Chamber had donated \$1,000. Mr. Sturgeon made a motion to fund the project with \$5,000, seconded by Mr. Langhorne. The motion passed unanimously.

RIFLE DOWNTOWN MURALS

Ms. Rogers showed a picture of the project progress.

THEATRE "NUTS" UPDATE

This item is tabled to December.

GATEWAY UPDATE

There will be a presentation from Winston & Associates after the regular meeting is adjourned.

The meeting adjourned at 12:20 p.m.

Erin Sims, Deputy City Clerk

Scott Becker, Chairperson