

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, March 10, 2010
REGULAR MEETING
Noon * City Hall Conference Room

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

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

Mr. Langhorne moved to excuse Helen Rogers and Jim Voorheis from today's meeting; seconded by Mr. Langhorne. The motion passed unanimously.

OTHERS PRESENT: Wanda Nelson, City Clerk; Garfield County Fairboard Members Linda Morcom, Kip Costanzo, Jimmy Smith, Lisa Schultz; Dave Ebeler, Fairgrounds Manager; Ty Morgan, Moose Country Radio and Westfest; Andrea Maddalone and Annick Pruett, Rifle Area Chamber of Commerce; Bruce Kassebaum, Moose Radio and Westfest; Wayne Edgeton, Rifle Recreation.

ITEMS ON THE AGENDA

APPROVAL OF FEBRUARY 10, 2010 MEETING MINUTES

Mr. Langhorne made a motion to approve the minutes as presented, seconded by Mr. Savage. The motion passed unanimously.

WESTFEST CELEBRATION

Fair President Jimmy Smith provided an overview of the Westfest Celebration. Westfest is an event by entertainer Michael Martin-Murphey that promotes the western heritage through music, art, food, education, and concerts. These events have been held in various communities across Colorado, and Westfest would like to hold their event at the Garfield County Fairgrounds this year. Promoters of Westfest have been working with the Garfield County Fair Board, and the Garfield County Commissioners have committed \$150,000 to this event, contingent upon Rifle's contribution of monies and level of enthusiasm. Promoter Ty Morgan is working on this event and answered many questions. Westfest will run in conjunction with the County Fair. Mr. Savage moved to contribute \$15,000 to fund the Westfest celebration; seconded by Mr. Frontella. The motion passed unanimously.

ROAN CLIFF CHAOS

Mr. Edgeton stated that this is an annual mountain bike race sponsored by the City of Rifle Recreation Department. Sponsors are being sought to contribute to cash prizes. Mr.

Langhorne moved to support the Roan Cliff Chaos in an amount of \$1,000; seconded by Mr. Frontella. The motion passed unanimously.

RIFLE AREA CHAMBER OF COMMERCE UPDATE

Ms. Maddalone reported that the number of visitors to the Chamber's website has increased dramatically over the past year. She also showed samples of brochures that have been recently printed to advertise Rifle and its amenities.

2010 RIFLE REVELRY "CELEBRATING A DECADE OF SUCCESS"

Mr. Langhorne noted this event is to celebrate recent City projects, such as Centennial Park, new Library, and theatre restoration. More will be presented at a future meeting.

OTHER DISCUSSION ITEMS

The Board discussed the possibility of contributing more to the Westfest Celebration. Mr. Savage will review the budget to determine if there are available funds. Mr. Frontella moved to recess the meeting until 6:45 p.m. this evening, when Mr. Savage will present his findings about the budget; seconded by Mr. Pierson. The motion passed unanimously.

The meeting recessed at 1:43 p.m.

The meeting resumed at 6:49 p.m. with the following persons in attendance: Scott Becker, John Savage, Matt Sturgeon, Michael Langhorne, Gil Frontella, and Wanda Nelson.

Mr. Savage reported that there are adequate monies in the budget to contribute additional funds to Westfest. Mr. Langhorne moved to contribute a total of \$20,000 to the Westfest Celebration; seconded by Mr. Sturgeon. The motion passed unanimously.

The meeting adjourned at 6:56 p.m.

Wanda Nelson, City Clerk

Scott Becker, Chairperson