

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, May 12, 2010
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:08 p.m. by Vice Chair Helen Rogers.

PRESENT ON ROLL CALL: Board Members: Gil Frontella; Michael Langhorne; Trent Pierson; John Savage; Matt Sturgeon; Jim Voorheis; Helen Rogers.

Mr. Sturgeon made a motion to excuse Mr. Becker from today's meeting; seconded by Mr. Savage. The motion passed unanimously.

OTHERS PRESENT: Wanda Nelson, City Clerk; Erin Sims, Deputy City Clerk.

ITEMS ON THE AGENDA

APPROVAL OF APRIL 14, 2010 MEETING MINUTES

Mr. Frontella made a motion to approve the minutes as amended; seconded by Mr. Voorhies. The motion passed unanimously.

PLACE BRANDING UPDATE

Mr. Langhorne provided a PowerPoint presentation to update the Board on the Place Branding process. The tagline, "Real. Western. Innovation." was introduced, and the Board provided feedback.

VIF PROJECTS; BOARD MEMBER PRIORITIES

Mr. Savage provided copies of his revised list for consideration. He will continue working on the list and update the Board at the next meeting.

FIREWORKS FUNDING DISCUSSION

It was noted that the Chamber of Commerce is close to reaching their goals for funding through donations and fund-raising projects. No additional funds are being requested from the VIF Board at this time.

UPDATE ON THE GATEWAY PROJECT

Mr. Sturgeon stated that the report is being finalized on the preferred alternative. Once that is completed, the preliminary design will begin.

BOARD APPOINTMENTS

Ms. Nelson stated that a discussion on appointments to the VIF Board needs to occur at the next meeting, as the seats presently being held by Scott Becker and Matt Sturgeon are expiring.

The meeting adjourned at 1:23 p.m.

Wanda Nelson, City Clerk

Helen Rogers, Vice Chair