

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, July 14, 2010
REGULAR MEETING
Noon * City Hall Conference Room

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

PRESENT ON ROLL CALL: Board Members Trent Pierson; John Savage; Helen Rogers; and Chair Scott Becker.

Mrs. Rogers made a motion to excuse Mr. Frontella, Mr. Langhorne, and Mr. Voorheis from today's meeting; seconded by Mr. Pierson. The motion passed unanimously.

Mr. Voorheis arrived at 12:02.

OTHERS PRESENT: Matt Sturgeon, Assistant City Manager; Wanda Nelson, City Clerk; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Andrea Maddalone, Rifle Area Chamber of Commerce; Annick Pruett, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF JUNE 9, 2010 MEETING MINUTES

Ms. Rogers made a motion to approve the minutes; seconded by Mr. Pierson. The motion passed unanimously.

FINANCIAL REPORT AND BUDGET UPDATE

Charles Kelty, Finance Director presented the Visitor Improvement Fund Financial Report through May 2010. The report highlighted the Revenues and Expenditures for the first five months of the year. The year to date Revenues are 29.9% less than the same period in 2009. The year to date expenditures are currently 71.1% less than the same period in 2009.

RIFLE AREA CHAMBER OF COMMERCE

Andrea Maddalone of the Rifle Area Chamber of Commerce provided an update on the website traffic and the marketing efforts of the Chamber. Mrs. Maddalone reported the website traffic continues to increase with lodging being the most visited

link on the website. A brochure for the top ten hiking and biking trails was just completed. The Rifle Information Center now has a free WYFI connection. The Rifle Area Chamber of Commerce looks forward to introducing a mobile application very soon.

RIFLE BOAT RAMP

Ms. Rogers stated that she has received an e-mail from CDOT requesting a meeting on July 22nd to discuss the plans for the new future boat ramp.

DOWNTOWN BEAUTIFICATION

Ms. Rogers informed the board a local business offered to donate half the cost of an additional mural. They plan to review the budget in September to determine whether or not to proceed.

WESTFEST

Mr. Becker gave a brief summary of his meeting with Ty Morgan. Mr. Becker expressed his concern over the lack of local advertising. Ty Morgan said the advertising for WestFest was occurring primarily in the Denver area.

RIFLE RENDEZVOUS UPDATE

Mr. Brook was unable to attend.

VIF PROJECTS; BOARD MEMBER PRIORITIES

Mr. Savage presented the board with an updated Project List.

BOARD APPOINTMENTS

Three Board positions are available with four candidates interested in those positions. The appointments will be made by City Council at a future Council meeting.

OTHER DISCUSSION ITEMS

Matt Sturgeon suggested that funds remaining in the Gateway Project could potentially be used to develop a formal landscape plan.

Matt Sturgeon complimented the board on their efforts for successful fireworks and suggested that the funds for next year's fireworks be included in the budget.

The meeting adjourned at 1:10 p.m.

Kristy Christensen, Deputy City Clerk

Scott Becker, Chair