

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, February 9, 2011
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:00 p.m. by Chair Scott Becker.

PRESENT ON ROLL CALL: Board Members Scott Becker, Gil Frontella, Trent Pierson, and Jim Voorheis.

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

Michael Langhorne arrived at 12:01p.m.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Dick Deussen, Engineer; Blair Bracken, Events Coordinator; Helen Rogers, DDA Project Manager; Annick Pruitt, CEO Rifle Area Chamber of Commerce; Andrea Maddalone, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF JANUARY 12, 2011 MEETING MINUTES

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

CENTENNIAL PARK CONCERT SERIES BUDGET PROPOSAL

Blair Bracken presented information on the new Community Concert Series that is tentatively scheduled to take place on four Sundays this summer. This will be the first year for such an event in Rifle and it will be located at Centennial Park. The proposed concert dates are June 12th, June 19th, June 26, and July 3rd. The Rifle Recreation Department is requesting \$9,000.00 to cover the cost of the performers, advertising for the concert series, and lodging for performers.

Mr. Frontella made a motion to approve the funding of \$9,000.00 for the Community Concert Series; seconded by Mr. Langhorne. The motion passed unanimously.

Mr. Savage arrived at 12:15 p.m.

RIFLE CHAMBER TO PRESENT "ART AROUND THE TOWN" BROCHURE AND REQUEST FUNDING FOR THE PRINTING THIS PROJECT.

Andrea Maddalone of the Rifle Area Chamber of Commerce presented the design of the "Art Around the Town" brochure. The design of the brochure was completed and ready for print. The Rifle Area Chamber of Commerce requested \$550.13 to cover the cost of printing. The brochure will be printed as a 1 page double sided brochure with a high glossy finish.

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Mr. Langhorne made a motion to approve the funding of \$550.13 for the printing of the “Art Around Town” brochure; seconded by Mr. Frontella. The motion passed unanimously.

BOAT RAMP UPDATE

Michael Langhorne and Dick Deussen presented a draft design for the new boat ramp. The Board has held a number of meetings with various state agencies in an effort to plan for a new boat ramp at Lions Park Circle. CDOT is suggesting that the Board hire a consultant/engineer for this project, so they can coordinate with one contact person. John Hier and Dick Deussen will be assisting on this project. They will be working on the RFP for the consulting/engineering work for the boat ramp. John and Dick will present the RFP at the next VIF meeting on March 9th. The Board would like to present this to Council at the March 16th City Council meeting.

DISCUSS BANNER POLES

John Hier presented the estimates he received for new banner poles. The Board allocated \$7,500.00 in the 2011 budget for new banner poles. Based on these estimates there is only enough money in the budget for four banner poles (two pairs). The Board would like to have 4 to 6 sets of banner poles to hang banners and Christmas lights. The Board would like the banner poles to be located in approximately the following locations: the one hundred to the two hundred blocks of Railroad Avenue, the fourteen hundred to sixteen hundred blocks of Railroad Avenue, the 500 block area of Railroad Avenue, East Avenue on Third Street, and West Avenue on Third Street. John and Dick will be meeting with someone from the Board to determine the exact locations of the banner poles.

Mr. Savage made a motion to approve the banner poles to be placed in approximately the one hundred to the two hundred block, the fourteen hundred to sixteen hundred block, the 500 block area, East Avenue, and West Avenue; seconded by Mr. Langhorne. The motion passed unanimously.

REVIEW HERITAGE BROCHURE

Helen Rogers presented a draft of the new Cultural Heritage brochure. This years Cultural Heritage brochure will include the Northwest Colorado area. The Board has an opportunity to be included in the brochure by submitting a photo and a brief description of the area. The Cultural Heritage brochure will be requesting funding of \$12,500 from area towns in Garfield County who are participating in the brochure. Helen believes they have other funding sources available to them as well.

Mr. Frontella made a motion to participate in the Heritage Brochure; seconded by Mr. Savage. The motion passed unanimously.

CONSIDER KIOSK PROPOSAL

Helen Rogers presented a design idea for a Kiosk. The preliminary drawings for a kiosk would cost approximately \$1,795.00.

OTHER DISCUSSION ITEMS

The Board discussed the Graphics Done Right invoice in the amount of \$350 for the VIF logo design.

Mr. Frontella made a motion to approve the payment of the Graphics Done Right invoice; seconded by Mr. Langhorne. The motion passed unanimously.

The meeting adjourned at 1:45 p.m.

Kristy Christensen
Deputy City Clerk

Scott Becker
Chair