

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, May 11, 2011
REGULAR MEETING
Noon * City Hall Conference Room

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

PRESENT ON ROLL CALL: Board Members Scott Becker, Will Cross, Gil Frontella, Michael Langhorne, Trent Pierson, John Savage, and Jim Voorheis.

Mr. Langhorne made a motion to excuse Mr. Mackley from today's meeting; seconded by Mr. Frontella. The motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Helen Rogers, DDA Project Manager; and Cori Kroese.

ITEMS ON THE AGENDA

APPROVAL OF APRIL 13, 2011 MEETING MINUTES

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

REVIEW REVENUES AND EXPENDITURES FOR 2011

Charles Kelty presented a first quarter financial report of the Visitor Improvement Fund Advisory Board (VIF). His report included the current revenues and expenditures through the first quarter as well as the budgeted expenditures. Revenues to date are \$23,472 which is down from 2010 by 2.9%. The first quarter expenditures are \$33,330.

Mr. Frontella made a motion to move \$5,000 from the contingency fund to the Boat Ramp fund to cover the \$5,000 LOVA Trail expenditure. This item was previously approved and is currently allocated under the Gateway Landscaping budget item; seconded by Mr. Langhorne. The motion passed unanimously.

TOURISM PUBLICATION WITH CRAIG DAILY PRESS

Cori Kroese presented the Colorado Hunter magazine. The Colorado Hunter magazine is published by the Craig Daily Press. The magazine has been published for over 15 years. They distribute approximately 45,000 copies. Of the 45,000 copies, approximately 13,000 were distributed out of state. Rifle had a ½ page ad in the 2010 publication which was paid by the Rifle Area Chamber of Commerce. This year the Rifle Area Chamber of Commerce is unable to fund advertising in this publication. The Colorado Hunter magazine would like to increase Rifle's presence in this publication with a 2 page or a 4 page ad. This magazine publishes August 19th.

The Board would like the help from the Rifle Chamber with the design of the advertisement.

Mr. Frontella made a motion to approve a ½ page ad; seconded by Mr. Savage. Roll Call: Yes – Mr. Savage, Mr. Voorheis. No – Mr. Becker, Mr. Cross, Mr. Frontella, Mr. Langhorne, Mr. Pierson. The motion Dies.

Mr. Frontella made a motion to approve a 2 page spread in the Colorado Hunter for \$1,800; seconded by Mr. Savage. The motion passed unanimously.

BOOKCLIFFS COUNCIL ON THE ARTS AND HUMANITIES REQUEST FOR FUNDING (CONTINUED DISCUSSION)

Scott continued the discussion from the last meeting concerning the request from BCAH for continued support of \$10,000 in 2011.

Mr. Frontella made the motion to contribute \$3,289.70 to Bookcliffs Council on the Arts and Humanities (BCAH) to be used for road base in their parking lot; seconded by Mr. Langhorne. The motion passed unanimously.

Mr. Savage abstained from voting.

BOAT RAMP STUDIES REPORT

Ms. Rogers presented the wetland delineation report from Steve Dahmer with Environmental Solutions and the Cultural Resources report from Metcalf Archaeological Consultants Inc. The Board has not received the Threatened and Endangered Species Report. The Cultural Resource Study was submitted to CDOT. The Board would like Steve Dahmer to attend a meeting when he is available. Mr. Frontella suggested we continue to move forward with the project and start getting estimates for the engineering. In order to get the estimates for engineering, the Board needs to get scope of work for the boat ramp completed first.

Mr. Savage made a motion to get scope of work from Colorado River Engineering for the boat ramp; seconded by Mr. Langhorne. The motion passed unanimously.

FIREWORKS

\$5,000 was included in the 2011 budget for the Fourth of July fireworks.

Mr. Langhorne made a motion to appropriate \$5,000 for the July 4th fireworks to the Rifle Recreation; seconded by Mr. Frontella. The motion passed unanimously.

The meeting adjourned at 1:31 p.m.

Kristy Christensen
Deputy City Clerk

Scott Becker
Chair