

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, September 14, 2011
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:21 p.m. by acting Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Gil Frontella, Kevin Kelley, and Ryan Mackley.

Mr. Mackley made a motion to excuse Mr. Cross, Mr. Pierson, and Mr. Voorhees from today's meeting; seconded by Ms. Bracken; the motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Helen Rogers, DDA Project Manager; Andrea Maddalone, Rifle Area Chamber; Alison Palmer, Watch Rifle TV; Larry Dragon, LoVa Trails Group

ITEMS ON THE AGENDA

APPROVAL OF August 10, 2011 MEETING MINUTES

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

ORGANIZE BY ELECTING OFFICERS

The Visitor Improvement Fund Advisory Board (VIF) had four vacant Board positions. The three year term for Board members Gil Frontella, Michael Langhorne, and John Savage expired June, 2011. Scott Becker announced at the August 10th Board meeting that he is resigning as Board Chair because he is leaving the area.

The vacant Board positions were advertised in the Citizen Telegram on June 16th and June 23rd as well as in the Post Independent on June 20th and June 27th. The Board positions were also advertised in the Rifle Area Chamber of Commerce's weekly e-mail "This week at the Chamber" on August 17th and August 23rd. "This week at the Chamber" is a mass e-mailing sent to Rifle Chamber members and their staff which is sent to over 500 people.

Three letters of interest were received by residents of Rifle. The three letters of interest were submitted from Gil Frontella, Kevin Kelley, and Blair Bracken. The recommendation of the three individuals to the Board was submitted by Deputy City Clerk Kristy Christensen to the City Council for approval at the September 7th Council meeting. The City Council approved the recommendation and appointed Blair Bracken, Gil Frontella, and Kevin Kelley to the VIF.

Will Cross was an alternate member of the VIF. The Board recommended that Will Cross be appointed as a regular member. The City Council approved the recommendation and appointed Will Cross as a regular member at the September 7th Council meeting.

Scott Becker was serving as the Board Chair while Michael Langhorne was serving as the Board Vice-Chair. Michael Langhorne's term expired and Scott Becker resigned leaving the Board with two vacant officer positions. The Board will organize by electing officers today.

Ms. Bracken nominated Jim Voorheis as Chair; seconded by Mr. Mackley
Roll Call: Yes – Ms. Bracken, Mr. Frontella, Mr. Kelley, and Mr. Mackley.

Mr. Mackley nominated Gil Frontella as Vice-Chair; seconded by Kevin Kelley.
Roll Call: Yes – Ms. Bracken, Mr. Frontella, Mr. Kelley, and Mr. Mackley.

Ms. Bracken nominated Will Cross as Secretary; seconded by Mr. Mackley
Roll Call: Yes – Ms. Bracken, Mr. Frontella, Mr. Kelley, and Mr. Mackley.

PRESENTATION WATCH RIFLE TV

Alison Palmer gave a presentation about Watch Rifle TV. Watch Rifle TV is launching channel 22 on Comcast. Channel 22 is a cooperative TV station for the Rifle, Silt, and New Castle areas. The channel would include such things as local activities, restaurants, shopping, and lodging. Ryan Mackley of Spruce Creek Multi Media created a 5:30 minute tourism segment currently on the homepage of the Rifle Area Chamber of Commerce web site. This tourism segment will run 12 times per day on Channel 22. The goal of Watch Rifle TV is to add extra night of lodging with the tourism promotion and advertisements shown on Channel 22. Alison Palmer is requesting the VIF appropriate \$20,000 annually for the Rifle TV and Glenwood TV.

LOWER VALLEY TRAILS GROUP (LoVa)

Larry Dragon, Executive Director of LoVa, presented their master plan. The mission of LoVa is to create a trail system along the Colorado River Corridor from Glenwood Springs to the western county line near DeBeque, eventually connecting with the trail system in Mesa County. LoVa has identified Rifle as a priority since 2004, particularly the area in and around the Rifle rest area where the boat ramp project is planned. VIF gave \$5,000.00 to LoVa for future collaboration with VIF on the Rifle Boat Ramp project in December of last year. They became partners with VIF to provide their expertise in working with Colorado Department of Transportation (CDOT), Garfield County and funding groups like Great Outdoors of Colorado (GOCO) and the State Parks Trails programs. LoVa would like to coordinate the development of their proposed trail that is near the proposed new boat ramp location with VIF. Larry Dragon requested other contributions of \$5,000.00 for 2011-2012.

REVIEW BUDGET

Finance Director Charles Kelty supplied a budget worksheet to the Board. Charles had completed the projected year end revenue for 2011 and the projected revenue for 2012. Charles had also completed the year end projections for 2011. The Board discussed the 2011 year end projections for each account and made some minor changes. The Board discussed the

anticipated 2012 Expenditures. The Board felt they needed a work shop in order to complete their budget. The Work Shop is scheduled for Thursday, September 22nd at noon.

OTHER DISCUSSION ITEMS

Ms. Rogers stated the New Ute Theatre Society (NUTS) requests \$500 from the VIF for a street dance during the Fall Festival. The NUTS is coordinating the street dance with the Fall Festival.

Mr. Mackley moved to approve the \$500 expenditure from the Contingency fund; seconded by Blair Bracken. The motion passed unanimously.

The meeting adjourned at 2:30 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Acting Chair