

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, October 12, 2011
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:10 p.m. by Chair Jim Voorheis.

PRESENT ON ROLL CALL: Board Members Will Cross, Gil Frontella, Kevin Kelley, and Jim Voorheis.

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

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Aleks Briedis, Recreation Director; Helen Rogers, DDA Project Manager;

ITEMS ON THE AGENDA

APPROVAL OF SEPTEMBER 14, 2011 MEETING MINUTES

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

Mr. Mackley arrived at 12:13 p.m.

PRESENTATION WATCH RIFLE TV

Alison Palmer gave a presentation and a proposal to the Board at the Board's last meeting on September 14th. Alison Palmer submitted a revised proposal for the Board's consideration. The revised proposal includes buying airtime featuring Rifle on Breck TV and Glenwood TV. The airtime will consist of 1:30 minute segments for lodging, shopping and exploring in Rifle. These segments would run on both stations. When Channel 22 does go live this 1:30 minute segment will be aired free for the first year. The total cost for a year would be \$12,000.00.

The Board at this time does not feel there would a benefit to advertising in markets outside of Rifle. Will Cross will contact Alison Palmer with the Board's decision.

BOAT RAMP UPDATE

Ms. Rogers stated that Chris Manera with Colorado River Engineering is continuing to work on the Boat Ramp design. They are currently waiting for surveying.

Ms. Rogers notified the Board that the Roaring Fork Outdoor Volunteer (RFOV) with project partners Garfield County, Colorado Department of Transportation (CDOT), City of Rifle, Trout Unlimited, and Lower Valley Trails (LoVa) has scheduled a Tamarisk and Russian Olive Removal work day along the Colorado River in and around the Rifle rest area primarily in the proposed new Boat Ramp location. The Tamarisk removal is scheduled for Saturday, October 15, 2011 from 8:30 a.m. to 5:00 p.m. To volunteer for this project please contact RFOV.

RIVER INITIATIVE GRANT

Aleks Briedis is working on a grant from Great Outdoors Colorado (GOCO) which is called the River Corridor Initiative. This grant focuses on such things as access to river ways and river corridor trails. The project must be at least one million dollars or greater to be considered for the grant. The concept paper Aleks is submitting for consideration includes such items as the Boat Ramp, restrooms, asphalt for the parking lot, and completing the trail in that area. The concept paper for the grant is due Friday, October 14, 2011. The GOCO Board will review the projects in mid December.

TRENT PIERSON RESIGNATION FROM THE BOARD

Trent Pierson resigned from the VIF as a regular member effective October 11, 2011. Trent thanked the Board for the opportunity to help the community. The Board asked Deputy City Clerk Kristy Christensen to advertise for the two vacant Board positions. One of these positions is for a regular member and another position is for an alternate.

Mr. Frontella made a motion to accept Mr. Pierson's resignation; seconded by Mr. Cross. The motion passed unanimously.

OTHER DISCUSSION ITEMS

Mr. Cross suggested the Board invite the Managers of the Hotels based in Rifle to one of the Board's meetings. The Board would like to invite the Rifle Area Chamber of Commerce to the meeting as well. They would like to discuss with them their ideas promoting tourism. The Board would like to invite them to a workshop at the November 9th meeting.

OTHER DISCUSSION ITEMS

Ms. Rogers made the following announcements:

The "Welcome Hunters" banners from the Place Branding Committee are completed and will be hung next week.

The Fall Festival is scheduled for October 15th in Centennial Park from 10:00 a.m. to 5:00 p.m. A street dance is being held on 4th Street in front of the New Ute Theatre from 6:00 p.m. to 10 p.m.

Holly Days will possibly be the second weekend in December with the parade of lights.

Ms. Rogers presented a picture from the Louisville area to introduce a concept or idea on how to partially close streets during an event and keep the businesses open.

The meeting adjourned at 1:23 p.m.

Kristy Christensen
Deputy City Clerk

Jim Voorheis
Chair