
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

October 8, 2013
12:00 p.m.

Rifle City Hall
Conference Room
202 Railroad Avenue
Rifle, CO

The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.

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| 12:00 p.m. | 1. Call to Order and Roll Call |
| 12:05 p.m. | 2. Approval of Minutes from August 13, 2013 Regular Meeting |
| 12:10 p.m. | 3. Review Draft Strategic Plan |
| 12:30 p.m. | 4. Discuss Action Steps for Strategic Plan Goals |
| 12:50p.m. | 5. Other discussion items |
| 1:00p.m. | 6. Adjourn |

The order and times of agenda items listed above are approximate and intended as a guideline for the Board.

Next Regular Meeting: November 12, 2013

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, August 13, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:04 p.m. by Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Sara Brainard, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, and Carol Mozingo.

OTHERS PRESENT: Matt Sturgeon, City Manager; Kristy Christensen, Deputy City Clerk; and Frank Ladd, President/CEO, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE JUNE 11, 2013 REGULAR MEETING

Board Member Mozingo moved to approve the minutes as presented; seconded by Board Member Lambert. The motion passed unanimously.

ACCEPT SEAN STRODE'S RESIGNATION FROM THE BOARD

The Board reviewed an e-mail message from Sean Strode in which he tendered his resignation from his position as Board Member on June 17, 2013. Sean stated he is no longer able to attend the monthly meeting due to a change of employment.

Board Member Bracken moved to accept Sean Strode's resignation from the Board; seconded by Board Member Lambert. The motion passed unanimously.

CONSIDER RECOMMENDING APPOINTMENT OF A REGULAR BOARD MEMBER AND AN ALTERNATE BOARD MEMBER TO CITY COUNCIL

Ryan Gilbert is currently an alternate Board member. He expressed interest in being a regular Board member at the June 11th meeting.

Board Member Lambert moved to recommend appointing Ryan Gilbert as a Regular Board Member to Council at the August 21st City Council meeting; seconded by Board Member Mozingo. The motion passed unanimously.

Kristine Llacuna submitted a letter of interest to be an alternate Board member on July 17th. Kristine is a lifetime Rifle resident and currently owns Lady Bug Express located in Rifle.

Board Member Brainard moved to recommend appointing Kristine Llacuna as an alternate Board member to Council at the August 21st City Council meeting; seconded by Board Member Bracken. The motion passed unanimously.

FINANCIAL UPDATE – NOT ON THE AGENDA

City Finance Director Charles Kelty was requested to attend the VIF meeting today by Chair Frontella and give a year-to-date financial update to the Board. The year-to-date revenues are \$45,099 which is 11% higher compared to the prior year's revenue for the same time period. The year-to-date expenditures are \$69,569.

QUARTERLY REPORT FROM RIFLE AREA CHAMBER OF COMMERCE ON MARKETING AND ADVERTISING

Frank Ladd, President/CEO, Rifle Area Chamber of Commerce gave an update to the Board on the marketing and advertising program for Rifle. Some of the marketing and advertising completed during the second quarter included Colorado's Best morning show on KDVR in Denver, a month long contest on KREX TV in Grand Junction, an ad in Colorado Avid Golfer magazine, and an ad in High Country Angler magazines. The Rifle Chamber's new website was also launched during the second quarter.

Mr. Ladd requested that the Board inform him of its 2014 budget process and if the Board is going to request proposals for 2014 marketing and advertising.

CONSIDER GRANT REQUEST FOR CITY OF RIFLE FALL FESTIVAL

Ms. Bracken, Events Coordinator for the City of Rifle, submitted a grant application in the amount of \$3,000. The funds would be used for the 2013 Fall Festival being held in October. The 2013 budget included \$3,000 for the Fall Festival.

Board Member Lambert moved to approve the expenditure; seconded by Board Member Mozingo. The motion passed unanimously.

REVIEW 2014 GRANT REQUEST FOR NORTHWEST COLORADO CULTURAL HERITAGE TOURISM

Nancy Kramer, Program Director for Northwest Colorado Cultural Heritage Tourism (NWCCHT) submitted a grant application in the amount of \$4,500 for 2014. The funds will be used for the design, fabrication, and installation of a large community gateway interpretive sign project.

The Board will discuss this grant request during the 2014 budget meetings.

RESCHEDULE THE SEPTEMBER 10, 2013 BOARD MEETING – IT CONFLICTS WITH ELECTION DAY

Deputy City Clerk Kristy Christensen requested the meeting date in September be changed. Rifle Municipal Election day is September 10th and the meeting room and staff will be needed for the Election.

The Board cancelled the September regular meeting. The Board has Strategic Planning on September 12, 2013 and determined a Budget Workshop would be necessary in September, as well. The Budget Workshop is scheduled for September 23, 2013 beginning at noon.

DISCUSS STRATEGIC PLANNING SCHEDULED FOR SEPTEMBER 12, 2013

Deputy City Clerk Kristy Christensen discussed logistics for the Strategic Planning session scheduled for September 12, 2013.

The meeting adjourned at 1:18 p.m.

Kristy Christensen
Deputy City Clerk

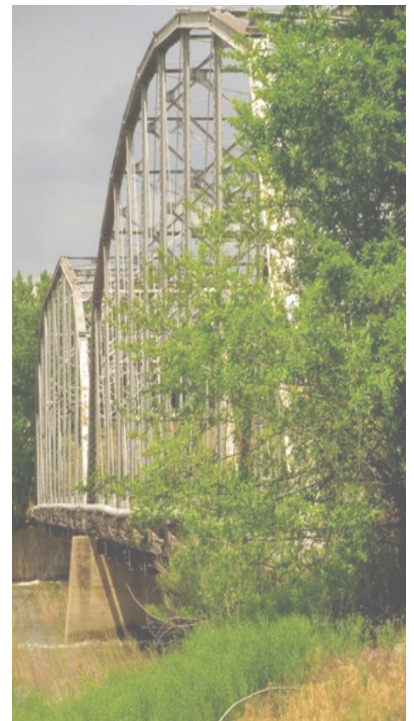
Gil Frontella
Chair



CITY OF RIFLE SUMMARY REPORT

VISITOR IMPROVEMENT FUND
ADVISORY BOARD RETREAT at
HAMPTON INN

September 12, 2013



INTRODUCTION

On September 12, 2013, the Visitor Improvement Fund Advisory Board members and senior staff met at the Hampton Inn to develop a Strategic Plan for moving forward and set goals for the coming year. In attendance were Gil Frontella, Chair, Board Members Blair Bracken, Kevin Kelly, Keith Lambert, Sara Brainard, Ryan Gilbert, and Carol Mozingo. Kristy Christensen and Matt Sturgeon represented staff. Gary Suiter facilitated.

The objectives for the retreat were agreed as follows:

- Review the purpose and mission of the VIFAB
- Understand the process and benefits of Strategic Planning
- Discuss and understand roles and responsibilities
- Review previous goals and progress
- Discuss important topics/issues
- Establish goals for moving forward
- Humor/Candor/Fun! ☺

DISCUSSION TOPICS

Discussion topics identified for discussion by the group were as follows:

- Funding Process
 - Funding must be consistent with goals and standards
 - Funding decisions by the VIF Board are OK if it is in the budget
- Improving efficiency meetings
- Chamber of Commerce funding
- Evaluating events
- Finishing Projects (needs to be discussed with contract manager)

Introductions were made by each participant, stating where they grew up and what they hope to accomplish while serving on the VIFAB. Following are the groups answers regarding what they would like to accomplish:

- Get new events that attract people
- Make a plan to move forward
- Increase tourism
- Growth in 5 major targets and also sustainability

- Staff: Serve as liaison between Council and VIFAB, and keep the Board “out of trouble” (open meetings laws, etc)
- (2) Learn about the City. Be a part of promoting Rifle and getting people to come here.
- Be involved – make it a better community to live in
- Be less reactive/more proactive
- More purposeful/more focus

ACCOMPLISHMENTS

The group reviewed the goals established in 2010. Some of the accomplishments included:

- Replaced downtown benches and trash receptacles
- Improving boat ramp and interchange ramp
- Ute Theatre renovation(underway)
- Downtown streetlights retrofitted or replaced
- Banner poles for Railroad Avenue
- Identified these potential facilities for events and exhibits:
 - Ute Theatre
 - Centennial Park
 - Deerfield Park
 - Airport
 - Arts Council Facilities
 - West 2nd and RR Avenue
 - Rifle Falls/Mountain Park
 - Golf Course
- Supported popular and growing events
- Promoted special events
- Used Chamber to promote events and recreational opportunities

TOPICS DISCUSSION

Mission Statement

Following discussion, the VIFAB Mission Statement was amended to read as follows:

Our mission is to implement the 2007 lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals:

- 1. Improve visitor attractions**
- 2. Identify and strengthen historic preservation**
- 3. Support special events**
- 4. Identify and support City beautification projects**
- 5. Promote the City!**

Meetings

The group discussed how to make meetings a more effective use of everyone's time. Gary referred to the handout for effective meetings.

- Staff was asked to develop “metrics” for tracking attendance
- Avoid going down “rabbit trails” (stick to the agenda)

Funding Process

- Need a consistent application (Gary will send an example to Kristy)
- Hold funded organizations accountable
- Need written application process with deadlines; submittal requirements, evaluation criteria, etc.
- Evaluating grantee performance is critical

Discussion was held regarding the grant funding cycle. The group agreed to the following:

- ☞ 2 funding cycles per year – April and August VIFAB meetings
- ☞ Grant application deadline will be 90 days in advance of the meeting:
 - April Deadline – 2nd Tues in Jan
 - August Deadline 2nd Tues in May
- ☞ 10 minute presentation for each agency

Chamber Funding

The group discussed the amount of Chamber funding and how to best determine the success of their efforts. Following are some key points raised by the group:

- Chamber will use the same grant application process as everyone else
- Does Rifle have enough attractions to support a large advertising campaign?

- Identify target (“feeder cities”) markets – Hire marketing company?
- What is the level of success?

Roles

Gary talked about the difference in Board and staff roles:

People of Rifle – Shareholders

Rifle City Council – Policy Makers

VIFAB – Advisory role to City Council

City Staff – Logistical support to the VIFAB (Agendas, minutes, postings, etc.)

Contract Staff – Executes the Directives of the VIFAB and the Strategic Plan

MISSION AND GOALS

Our mission is to implement the 2007 lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals:

VIFAB Goal Statements and Action Steps 2013-14

<i>Goal 1: Improve visitor attractions</i>

Suggested action items:

- *Sell Rifle as a Destination (e.g. as a mid-way stopping point between K.C. & Las Vegas)*
- *Get more art in downtown*
- *Attract rental stores that rent sporting equipment, etc*

List of Visitor Attractions:

- Weekly events@ Fairgrounds
- Rifle Falls
- Rifle Gap
- Harvey Gap
- Colorado River
- Fish hatchery

Also consider:

- Zoo? Elk, buffalo, deer, rabbits, etc.
- Zipline
- Asset = I-70 Traffic

Goal 2: Identify and strengthen historic preservation

Suggested action items:

- ☐ *Starts with an assessment*
- ☐ *Get a grant for above*
- ☐ *Do a map*
- ☐ *Museum – Map it!*

Goal 3: Support special events

Suggested Action Items:

- *Use lodging tax as “seed money” for events*
- *Capture all events on a single calendar (and promote when they are occurring)*
- *Evaluate all events in a consistent Summary Report format*
- *Determine whether events are community-oriented or tourist-oriented. Tourist-oriented events should produce a greater economic impact. Community events are intended to build community and should not be expected to produce a return on investment.*
- *Ask: “Does the event support the mission and goals of the VIFAB and the City Council”?*

Suggested events to promote:

- ❖ Air Show
- ❖ Centennial market (with Concert Series)
- ❖ Bookcliff arts Council Concert Series
- ❖ July 4th
- ❖ County Fair
- ❖ Rendezvous
- ❖ Fall Festival
- ❖ Cheatin’ with Chuck Race
- ❖ Roan Cliff Chaos
- ❖ First Fridays
- ❖ Symphony in the Valley
- ❖ Hollydays

- ❖ Chili Cook Off
- ❖ Ice Fishing
- ❖ Softball Tournament
- ❖ RFD Open House

Goal 4: Identify and support City beautification projects

Suggested action items:

- *Get planters similar to those in Delta, CO or Vernal, UT*
- *Establish some outdoor seating/eating areas*
- *Fix the “Suicide Lane on RR Avenue*
- *Eliminate ash trays in downtown (state law?)*
- *Develop a small, dedicated volunteer work force to assist elderly with weed control (Boy Scouts (Eagle) RSVP)*
- *Get more art/murals, sculptures, etc.*
- *Check the TOD project for opportunities*

Goal 5: Promote the City!

Suggested action items:

- *Generate a map to show how to get to downtown restaurants, what to do, landmarks, etc.*
- *Partner with organic farm for tours*
- *Rock climbing – perhaps partner with a gym in Grand Junction*
- *Develop a Mountain Biking trails map*
- *The rock climbers by-pass Rifle. Need to incentivize them to stop and spend!*
- *Conduct a marketing study to determine feeder cities*
- *Develop a targeted advertising campaign*
- *Golf – market to front range*

Promote the following:

- Rifle Falls/Creek (tour). Great for kids!
- Fishing: Harvey Gap & Rifle Gap
- Sell Glenwood too – it’s cheaper to stay in Rifle
- Fish hatchery
- Hunting

- The Arch – a fun walk
- WineFest – Tag-on to this event

It was noted that we need to get the tourists to stay. We need *all* hotels to do well in order to be successful!

Gary thanked the group for their candor, input, and participation.

Respectfully Submitted,
Gary Suiter
Suiter & Associates