

**CITY OF RIFLE, COLORADO
ORDINANCE NO. 24
SERIES OF 2017**

AN ORDINANCE OF THE CITY OF RIFLE, COLORADO, AMENDING
CHAPTER 2, ARTICLE 12 OF THE RIFLE MUNICIPAL CODE
PERTAINING TO THE MEMBERSHIP AND DUTIES OF THE VISITOR
IMPROVEMENTS FUND ADVISORY BOARD.

WHEREAS, the City of Rifle (“Rifle” or the “City”) is a home-rule municipality organized under Article XX of the Colorado Constitution and with the authority of the Rifle Home Rule Charter; and

WHEREAS, in 2007, the voting electorate of the City approved a ballot question establishing the visitor improvements fund and a local lodging and accommodations tax to be used primarily for visitor improvements and attractions, historic preservation, special events, beautification projects in the City, and the promotion of the City and its environs; and

WHEREAS, subsequent to the approval of the ballot question approving the tax, the Visitor Improvements Fund Advisory Board was created by Ordinance No. 33, Series of 2007; and

WHEREAS, the Greater Rifle Improvement Team functions locally to improve collaboration on shared goals such as tourism, economic development, and quality of life improvements, which goals align closely with those of the Visitor Improvements Fund Advisory Board; and

WHEREAS, at an October 2017 collaborative workshop, the Visitor Improvements Fund Advisory Board and the Greater Rifle Improvement Team discussed merging the two bodies to streamline their common objectives through an enhanced Visitor Improvements Fund Advisory Board structure; and

WHEREAS, the Rifle City Council desires to amend Chapter 2, Article 12 pertaining to the membership and duties of the Visitor Improvements Fund Advisory Board and finds that the structure proposed is consistent with the ballot question approved in 2007.

NOW, THEREFORE, THE COUNCIL OF THE CITY OF RIFLE, COLORADO, ORDAINS THAT:

1. Incorporation. The Rifle City Council adopts the foregoing recitals and conclusions as facts and determinations and incorporates them by reference as if set forth in full herein.

2. Code Amendment. Chapter 2, Article 12 of the Rifle Municipal Code is hereby amended as follows, with double underlined text added and ~~strike through language deleted~~:

ARTICLE XII - Visitor Improvements Fund Advisory Board

Sec. 2-12-10. - Creation and establishment.

There is hereby created and established a Visitor Improvements Fund Advisory Board, with powers delegated as provided in this Article, for the purpose of providing advice and recommendations to the City Council on the use of the Visitor Improvements Fund and performing other duties as set forth in this Article.

Sec. 2-12-20. - Membership.

- (a) The Visitor Improvements Fund Advisory Board shall consist of nine (9) total members, which shall include seven (7) voting members, plus ~~one (1)~~ two (2) alternate members with voting rights only in the absence of a an equal or greater number of regular members, all of which but one (1) shall be bona fide residents of the City or appointed representative of a business in the City. Membership on the Visitor Improvements Fund Advisory Board shall be in compliance with Section 2-2-50(b) of this Code. ~~Any nonresident City employee or nonresident owner or owner appointed representative of a business in the City appointed to the Visitor Improvements Fund Advisory Board shall not count against the appointment of the one (1) nonresident board member provided for above.~~

The intent of the Board structure is to bring together citizens, business interests, and key organizations in a collaborative partnership that attracts visitors and improves the quality of life for residents. The Visitor Improvements Fund Advisory Board membership shall be comprised as follows:

- (i) Five (5) members, one (1) of whom shall serve as the first alternate, who are citizens residing within the City of Rifle or are representatives of businesses located within the City of Rifle. Hotel, restaurant, and retail businesses are preferred, but not required.
 - (ii) A representative of the Downtown Development Authority (DDA);
 - (iii) A representative of the Rifle Area Chamber of Commerce;
 - (iv) A representative of the Rifle Regional Economic Development Corporation; and
 - (v) A liaison from the Rifle City Council serving as the second alternate.
- (b) Appointments to the Visitor Improvements Fund Advisory Board shall be made by the City Council. Persons interested in serving shall complete an application expressing their interest in serving on the Visitor Improvements Fund Advisory Board and responding to representative questions as approved by the Board. In the event a regular member of the Visitor Improvements Fund Advisory Board resigns or is removed from his or her position, the alternate, if interested in filling that position, will be required to submit an application and participate in the interview process. The City shall be responsible for advertising for positions that need to be filled. The chair or acting chair of the Visitor Improvements Fund Advisory Board shall be responsible for notifying the City Manager if and when there is a vacancy due to a resignation or other reason within two (2) weeks of the vacancy.

Sec. 2-12-30. - Compensation and terms of office.

The members of the Visitor Improvements Fund Advisory Board shall serve without compensation for their services as such, but may receive reimbursement for necessary travel and other expenses incurred on official duty when such expenditures have received prior authorization within the municipal budget. The members shall serve three-year staggered terms. Terms shall commence June 1 of each year. Nothing shall preclude a member from serving succeeding terms if so appointed.

Sec. 2-12-40. - Duties and responsibilities.

It shall be the responsibility of the Visitor Improvements Fund Advisory Board to perform the following duties:

- (1) Act in an advisory capacity to the City Council in all matters pertaining to the Visitor Improvements Fund, which monies are designated for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.
- (2) Review the preliminary budget for the Visitor Improvements Fund prepared by the City Manager and provide input as needed before submission to the City Council.
- (3) Create and recommend to the City Council for approval a master plan for the use of the Visitor Improvements Fund for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs, and review and update such plan annually prior to the budget process.
- (4) Develop collaboration among citizens, businesses, and key organizations to align efforts towards achieving the goals of the Board.
- (5) Perform such other duties not inconsistent with this Article as may be requested by the City Council or City Manager to other City departments or agencies.

Sec. 2-12-50. - Meetings and officers.

At the first Board meeting following the commencement of new terms on June 1 of each year, the Visitor Improvements Fund Advisory Board shall organize by electing three (3) of its members to serve as Chair, Vice-Chair and Secretary, respectively, to serve at the pleasure of the Visitor Improvements Fund Advisory Board. The Board shall hold such regular and special meetings as may be required. All proceedings shall be open to the public. A majority of the membership of the Board shall constitute a quorum. The affirmative vote of a majority of the quorum of the Visitor Improvements Fund Advisory Board shall be necessary for it to take any action except to adjourn. A member of the Board shall serve as secretary for the recording of minutes for the Board, who shall keep a record of its proceedings and transactions. The Secretary may request a member of the City administration to keep such minutes and records if he or she so desires. The Visitor Improvements Fund Advisory Board may prescribe regulations for the conduct of its internal affairs, which shall be consistent with this Article and this Code, and copies of which shall be kept on file in the office of the City Clerk where they shall be available for public inspection.

Sec. 2-12-60. - Removal of members.

Members of the Visitor Improvements Fund Advisory Board may be removed by action of the City Council for malfeasance or nonfeasance or for unexcused failure to attend three (3) consecutive meetings of the Board. The Board may recommend such action to the City Council.

INTRODUCED on December 6, 2017, read by title, passed on first reading with amendment, and ordered published as required by the Charter.

INTRODUCED a second time at a regular meeting of the Council of the City of Rifle, Colorado, held on December 20, 2017, passed without amendment, approved and ordered published in full as required by Charter.

Dated this _____ day of _____, 2017.

CITY OF RIFLE, COLORADO

By: _____
Barbara Clifton, Mayor

ATTEST:

City Clerk