

**VISITOR IMPROVEMENT FUND  
ADVISORY BOARD MEETING**

Tuesday, December 12, 2017  
REGULAR MEETING  
Noon \* City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:05 p.m. by Chair Kevin Kelley.

**PRESENT AT ROLL CALL:** Board Members Angela Strode, Kevin Kelley, Kristine Llacuna and Paul Rice

**OTHERS PRESENT:** Administrative Assistant Misty Williams, Planning Director Nathan Lindquist, Rifle City Manager Jim Nichols, Barb Clifton, Helen Rogers and Garrick Frontella

**DISCUSSION OF CHANGES TO VIF ORDINANCE**

The board discussed the 1<sup>st</sup> reading of Ordinance No. 24, Series of 2017 at the December 6, 2017 City Council meeting, regarding changes to the membership and duties of the VIF Board. There was also discussion pertaining to advertising for the vacant seat(s) using the website and/or newspaper.

**VOTE ON LIBRARY GRANT FOR HOMETOWN HOLIDAYS**

Garfield County Libraries Rifle Branch requested a grant for \$600, to cover the cost of supplies needed for the Hometown Holidays ornament making event.

A motion was made by Board Member Strode to approve the grant for \$600; seconded by Board Member Rice. The motion CARRIED with the following vote:

ROLL CALL: Yes – Kelley, Strode, Llacuna and Rice

**DISCUSSION OF IDEA FOR MAY 5<sup>TH</sup> UTE BLOCK PARTY / CARVE WARS EVENT**


The board discussed the possibility of having a concert event at the Ute Theatre, to be held in conjunction with Carve Wars. Scheduling of the entertainment, pros and cons of the date, possible conflicts with the Rifle Rendezvous/Graduation/Mother's day were voiced, as well as the reasoning behind creating a "signature event" where the Ute Theatre would be the main focus. No decisions were solidified, and it was determined that more discussion was needed to formulate a plan for the event.

**DISCUSS STRATEGIC PLANNING – MARKETING IDEAS FOR 2018**

Nathan Lindquist updated the board on various projects in the works, including the continuing trail map work, ideas for adding more links to the website, budget numbers to be sent out to the board members, and setting dates for a community meeting in January.

Meeting adjourned at 12:44p.m.

  
Misty Williams  
Administrative Assistant

  
Kevin Kelley  
Chair