

# VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, November 13, 2018  
REGULAR MEETING  
Noon \* City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:04 p.m. by Chair Kevin Kelley.

**PRESENT AT ROLL CALL:** Board Members Kevin Kelley, Michael Langhorne, Paul Rice, Barb Clifton and Helen Rogers.

Board Members Angela Strode, Kristina Llacuna and Kasey Nispel were absent from today's meeting.

**OTHERS PRESENT:** Main Street Manager Kim Burner, Administrative Assistant Misty Williams, Planning Director Nathan Lindquist, Public Information Officer Kathy Pototsky and Amy Wright from Garfield County Library (Rifle Branch).

**\*Meeting was canceled due to lack of quorum. The VIF Board discussed the following items, as part of a workshop.\***

## **GRANT APPLICATION REVIEW – RIFLE BRANCH LIBRARY**

Amy Wright explained the request for a \$600 grant from the VIF Board for ornament making supplies for the Hometown Holidays event. Since this was a time-sensitive request, the Board gave thumbs up to the grant and the actual voting for this item will take place at December's meeting.

Board Member Garrick Frontella arrived at 12:30 p.m.

## **RECAP PICK AXE WORKSHOP – OCT. 18, 2018**

Main Street Manager Kim Burner updated the VIF Board on the outcome of the Pick Axe Workshop. She briefly went over the "toolkit" that she received from them, and confirmed that they had finalized the GRIT logo and the tagline "Better Together". She said that during the workshop they also explored ideas for signage, and the idea that "Real Western Adventure" could be broken down into separate pieces for various marketing ideas.

## **RECAP COLORADO MAIN STREET MANAGERS SUMMIT – NOVEMBER 1 – 2, 2018**

Kim Burner briefed the Board on the Main Street Colorado Summit and the information that was gathered from it. She shared that she spoke with the City of Montrose Main Street Manager, and learned about some of the ideas that they are implementing there to bring back vibrancy to their downtown area.

## **WAW FINAL EXPENSES**

Kim Burner presented the final expenses report for the 2018 Western Adventure Weekend event. Discussion was had on things that could be done differently, for example expanding daytime activities and moving the music to the Ute Theater. Pros and cons were also discussed regarding the bike race, including scheduling and the event coordinator

## **REVIEW COMMUNITY INPUT SURVEY QUESTIONS**

Community survey questions were reviewed and discussed. The survey is to get basic information from various groups regarding how they feel about the City of Rifle, its events and its imaging. Kim will email the questions to the VIF Board, for their input.

## **ADDITIONAL COMMENTS**

No additional comments were heard.

Meeting adjourned at 1:13 p.m.

  
Misty Williams  
Administrative Assistant

  
Kevin Kelley  
Chair