
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

April 9, 2019, 12:00 p.m.

City Hall - Rifle, Colorado Conference Room
202 Railroad Avenue

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.

- 12:00 p.m. Call to Order and Roll Call
- 12:02 p.m. Visitor Introductions
- 12:08 p.m. Approve Minutes from Feb.19, 2019 meeting
- 12:10 p.m. Review of upcoming term expirations
 - Kevin Kelley – May 31, 2019
 - Kristine Llocuna – May 31, 2019
 - Paul Rice – May 31, 2019
- 12:20 p.m. Review of priorities set during strategic planning
- 12:40 p.m. New Business
- 1:00 p.m. Adjourn

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

Next Regular Meeting: May 14, 2019

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are:
December/October 31st, April/February 28th, and August/June 30th

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, February 19, 2019
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 Kevin Kelley, Paul Rice, Barb Clifton, Helen Rogers, Tamara Degler, and Garrick Frontella.

Board Members Angela Strode and Michael Langhorn were absent from today's meeting. Kristine Llacuna arrived at 12:25 p.m.

OTHERS PRESENT

Main Street Manager Kim Burner, Administrative Assistant Quiriat Portuguez, Rifle Heritage Center Representative Amanda Engle, Public Information Officer Kathy Pototsky, Planning Director Nathan Lindquist, Rifle Rendezvous Representative Scott Brynildson.

APPROVE MINUTES FROM JANUARY 15, 2019 REGULAR MEETING

Motion was made by Board Member Paul Rice to approve the minutes from January 15, 2019 after the edit noted by Board Member Frontella has been made; seconded by Board Member Rogers, motion carries.

RIFLE RENDESVOUS INQUIRY

Scott Brynildson presented responses to questions posed by the Board. Sherri Browns, of Browns Entertainment, is in charge of ticket sales. Regarding ticket sales; the carnival sells 3,000 wrist bands \$4,000 singles, Bull rides sell 300+ tickets, and 4-H also brings in ticket buyers. Board

BUDGET OVERVIEW

The revenue projected is \$135,000, which is the same as last year. The budget proposal amount of \$200,000, with a contingency of \$20,000, is presented to the Board by Kim Burner. The budget will remain unofficial until the audit is complete. There will be a social media adjustment and Amy Cassidy is no longer doing marketing, so the \$5,000 she was being paid will be moved to brochure printing. The boat ramp maintenance figure comes from Tom Whitmore. The UTE theater increase is questioned by Helen Rogers; do additional funds benefit the UTE? Board member Rogers would like to see the money go towards events or programming. Board member Kelley states the additional funds will go to manager of theater for maintenance and upkeep, which affects events.

GRANT APPLICATION REVIEW

RIFLE HIGH SCHOOL BASEBALL

Request increases from \$500 to \$1,000. The High School has proposed a 2nd tournament. The board discusses how many out of towners the tournaments bring to Rifle. Motion to approve application amount of \$1,000 by Kevin Kelley, and seconded by Garrick Frontella. Motion carries.

BOOKCLIFF ARTS CONCERT SERIES

Increase request from \$3,600 to \$5,000. Amount increase is for programming and paying warm up acts. The board discusses funding ideas to increase attendance, such as; shortening series, marketing, and drinks were proposed. Anticipated expenses are \$6,000 and they are sponsored with Alpine Bank. Motion made to approve \$4,000.00 by Garrick Frontella; seconded by Helen Rogers. Motion carries.

HOMETOWN HOLIDAYS

Tamara Degler abstained from vote. Requested amount is the same as last year; \$14,700. Fireworks were a huge success and are a popular request. Alpine Bank is helping with \$10,000, \$5,000 of which will be sponsorship secured from additional businesses. Marketing is geared for the 'front range' this year, making it a destination event that will draw in tourism. Motion made by Kristine Llacuna for approval of the grant in the amount of \$14,700. Motion seconded by Helen Rogers. Motion carries.

RIFLE FARMERS MARKET

Helen Rogers abstained from vote. Requested amount by the market is \$4,000. The Committee is in the process of hiring a coordinator. Motion made to approve by Garrick Frontella; seconded by Kristine Llacuna. Motion carries.

RIFLE RENDEZVOUS

The requested amount is \$5,000. The board makes a request to see proposed budget. Kim Burner has communicated request for budget and has not yet seen one. Subject will be further discussed at Strategic Planning meeting. Motion made to approve \$2,500 by Helen Rogers; seconded by Paul Rice. Motion carries.

RIFLE HERITAGE CENTER

Amanda Engle abstained from meeting. Requested amount is \$2,000, an increase from \$1,500. The center is 100% volunteer. The major fundraiser for center is the Murder Mystery Dinner and is a huge success. Board member Llacuna brings up that the event sold out or was very crowded. The board proposes possible multiple nights. Motion made by Garrick Frontella to approve; seconded by Kristine Llacuna. Motion carries.

WEST RIFLE S.W.A. SHOOTING RANGE

Amount requested is \$5,000. Expenses submitted are high and require further review. The range receives funds from Colorado Division of Wildlife. Plywood has been provided by Parks and Rec. Kevin Kelley suggests reviewing expenses and approving them as needed. Helen Rogers proposes approval of \$2,000. There was no second. Kristine Llacuna motions for \$1,500 grant to be approved; seconded by Garrick Frontella. Motion carries with 1- against and 5-approving.

NEW BUSINESS

Strategic Planning meeting is scheduled for March 7, 2019 from 8 a.m. to 4 p.m. at The Hampton Inn & Suites in Rifle.

ADDITIONAL COMMENTS

No additional comments were heard.

Meeting adjourned at 1:34 P.M.

Quiriat Portuguez
Administrative Assistant

Kevin Kelley
Chair



Strategic Planning Discussion Summary

March 7, 2019

This is a summary of our discussion not the actual strategic plan

Organization

- Work with hotels to create tools/trainings that will help front-line employees better serve guests

Marketing/Events

- Continue to fund events through the grant process
 - Change the grant cycles to 2 times year – January and July
 - Revamp the Application/Evaluation process to ensure complete information supplied
- Create Rifle Brochures
- Create/Reprint Tear off Maps
- Continue to build out VisitRifle.com
- GRIT branding at sponsored events/project

Economic Vitality

- Work with existing Shooting ranges to support their efforts
- Work with RAMBO on the Rifle Arch Tail Project

Beautification

- Create Wayfinding Signs for both North and South entry ways
- Create signs to identify public parking in Downtown area
- Support City efforts on Historic Bridge/River Area planning