

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, February 14, 2012
REGULAR MEETING
Noon * City Hall Conference Room

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

PRESENT ON ROLL CALL: Board Members Blair Bracken, Will Cross, Gil Frontella, Kevin Kelley, and Keith Lambert.

Ms. Bracken made a motion to excuse Mr. Voorheis and Mr. Mackley from today's meeting; seconded by Mr. Cross; the motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Mike Braaten, Government Affairs Coordinator; Nathan Lindquist, Planner; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; Kasey Beres, Member Services/Tourism Director, Rifle Area Chamber of Commerce; Brook Loving, Rifle Rendezvous.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE JANUARY 10, 2012 REGULAR MEETING

Mr. Kelley made a motion to approve the minutes as amended; seconded by Ms. Bracken. The motion passed unanimously.

CONSIDER RIFLE RENDEZVOUS REQUEST FOR FUNDING (BROOK LOVING)

The Rifle Rendezvous is scheduled for May 11, 12, and 13th. According to Mr. Loving, the event will be larger this year. They are planning a Bull Riding for Friday night with a beer garden. Paul Bernklau with the Walk of History will be returning. Rifle Rendezvous and KMTS are planning a concert for Saturday night. The performer for the Saturday night concert will be Sawyer Brown. The car show will be moved to Metro Park.

The Rifle Rendezvous is requesting \$5,000 with a majority of the money to be spent on advertising year-round. They are trying to get away from the impression that the Rendezvous is just a carnival. They are also trying to improve Friday night's attendance.

City Manager John Hier noted the Board had budgeted \$2,000 for this event. Mr. Hier distributed the 2012 budget to the Board. He suggested the Board could consider using contingency funds and/or the Chamber's advertising contingency funds. The Board advised Mr. Loving that it would take the request under consideration. No action was taken.

CONSIDER NORTHWEST COLORADO CULTURAL HERITAGE TOURISM REQUEST FOR FUNDING

Ms. Rogers explained the request for funding. Municipalities along the Colorado River were invited to participate in the Northwest Colorado Cultural Heritage Tourism (CHT) brochure. The Northwest Colorado CHT is seeking \$30,000 from Garfield County Communities. The \$30,000 will be divided between the 7 Garfield County Communities who participated. The first phase of the tourism program is the production of brochures for display racks. There are two brochure racks located at the library and one rack at the museum. They plan to apply for the Anschutz grant to help them with funding. The Board wanted to know what the other communities were planning to contribute. The Northwest Colorado CHT has a meeting scheduled for next week which Ms. Rogers plans to attend. Ms. Rogers suggested the Board give a contribution of \$5,000 to the Northwest Colorado CHT. The Board would like a presentation from Northwest Colorado CHT before they make a decision. No action was taken.

UPDATE ON MARKETING AND ADVERTISING FROM RIFLE AREA CHAMBER OF COMMERCE

Frank Ladd and Kasey Beres of the Rifle Area Chamber of Commerce gave an update to the Board on the progress of the marketing and advertising for Rifle. The Chamber has created a Facebook page for Rifle that went live today. The Facebook page has click advertising and list all of the lodging available in Rifle. The Chamber has advertised in the Colorado Official State Vacation Guide for \$3,500. The Colorado Official State Vacation Guide is currently being printed. The Chamber is in the process of getting proposals from various magazines and brochures for advertising rates and publication deadlines. The Chamber is currently researching a new website design that is more user friendly. Chamber representatives will continue to attend the monthly meetings and keep the Board updated.

DISCUSSION ON DOWNTOWN CELEBRATION

Nathan Lindquist, planner for the City of Rifle, is helping to plan a downtown celebration. Rifle, in cooperation with the Colorado Department of Local Affairs and the Sustainable Main Streets Initiative, received \$800,000 of the 1.2 million awarded to DOLA for the US HUD/DOT Community Challenge Grant program. This was one of only a handful of projects awarded nationally and to rural local governments. They would like to celebrate the progress that has been made downtown. They are planning a downtown open house for the entire community. They are considering having the event in April. They would like the consultant to be at the event. They are in the process of putting together a budget and may need help with funding.

DISCUSS ANTICIPATED PROJECTS

Ms. Rogers asked the Board if they were aware of any projects or events that will require funding for 2012 in addition to those that were included in the budget. The Board was not aware of any new projects or events requiring funding.

DISCUSS REQUEST FOR FUNDING OR GRANT PROCESS

Deputy City Clerk Kristy Christensen suggested implementing an application to improve the funding process. Ms. Christensen distributed copies of the Rifle Community Foundation's application as an example. The Board receives a number of requests for funding throughout the year. There seems to be a need to improve and update this process. This application would allow

the Board to have a paper trail from the time the application is submitted to the distribution of funds. By implementing an application the Board members would be able to review the application before the meeting. The application would be available online. Applicants would be required to fill out the application and submit it by a deadline, so it can be sent to all of the Board members with the agenda. Ms. Rogers said she would create an application and bring it to the next meeting.

OTHER DISCUSSION ITEMS

New Ute Theatre Update. Engineers have been selected for the Mechanical, Electrical, Plumbing, and Structural designs for the building. These engineers are working with Rich Carter of Johnson-Carter Architects, and DL Adams for design drawings. They are projecting cost estimates by mid to late April.

Boat Ramp Update. Chris Manera with Colorado River Engineering has not yet received a response from CDOT on the Boat Ramp design plans that were submitted. Steve Dahmer is working on the 404 permit that is required.

The meeting adjourned at 1:20 p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Vice Chair