

# VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, March 12, 2013  
REGULAR MEETING  
Noon \* City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Chair Gil Frontella.

**PRESENT ON ROLL CALL:** Board Members Blair Bracken, Sara Brainard, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, and Sean Strode.

Mr. Kelley moved to excuse Carol Mozingo from today's meeting; seconded by Mr. Strode. The motion passed unanimously.

**OTHERS PRESENT:** John Hier, City Manager; Lisa Cain, City Clerk; Aleks Briedis, Recreation Director; Nathan Lindquist, City Planner; Helen Rogers, Project Manager, Downtown Development Authority; Dana Ingram, Main Street Coordinator, Rifle Regional Economic Development Corporation.

## **ITEMS ON THE AGENDA**

### ***APPROVAL OF MINUTES FROM THE FEBRUARY 12, 2013 REGULAR MEETING***

Mr. Lambert moved to approve the minutes as presented; seconded by Ms. Brainard. The motion passed unanimously.

### ***PRESENTATION ON LIVEWELL GARFIELD COUNTY***

Ms. Brainard presented information about the LiveWell Garfield County program, a community-based initiative to increase healthy eating and active living in all of Garfield County. She also informed the Board about LiveWell's PhotoVoice program, in which citizen volunteers will be issued disposable cameras to document both barriers to and opportunities for healthy living.

### ***UPDATE ON MAIN STREET PROJECTS***

Rifle Regional Economic Development Corporation's (RREDC) Main Street Coordinator Dana Ingram provided an update on Main Street projects.

### ***FUNDING REQUEST FOR FLOWER PLANTERS FOR THE VACANT LOT ON 2<sup>ND</sup> STREET***

Ms. Ingram submitted a grant application from RREDC for \$980.08. The funds would be used for flower pots and flowers to be located on the vacant lot at the intersection of 2<sup>nd</sup> Street with Railroad Avenue, which will be used for downtown special events throughout the year.

Last spring, the Board voted to have quarterly grant cycles. At that time, the Board also agreed that grant applications had to be submitted at least two weeks prior to a meeting. This application, as well as the application from the Downtown Development Authority for pots of flowers, was submitted March 8, 2013.

Mr. Strode moved to change the Board's procedure for considering grant applications as follows:

- If an application is for funding an item already included in the Board's budget, the Board will hear the presentation on the application at one of its meetings, and it will consider taking action on the application at its next monthly meeting. Referring such applications to the City Council will not be necessary, since funding for such items will already be included in the Board's budget.
- If an application is for funding an item not already included in the Board's budget, the Board will hear the presentation on the application at one of its meetings. At the monthly meeting following the end of a calendar quarter, the Board will consider taking action on all such applications to fund items not within the Board's budget. If the Board's recommendation on such an application is to approve it, it will refer the application to the City Council for action.

All grant applications must be filed at least 2 weeks prior to a Board meeting. If an application is filed less than 2 weeks prior to a Board meeting, the Board will hear the presentation at its meeting the following month.

Ms. Bracken seconded the motion. Roll Call: Yes – Bracken, Brainard, Frontella, Gilbert, Kelley, Strode. No – Lambert.

The Board will consider taking action on the RREDC's funding request at its April 9 meeting.

#### ***FUNDING REQUEST FOR DOWNTOWN FLOWER PLANTERS***

Downtown Development Authority Project Manager Helen Rogers submitted a grant application in the amount of \$1,195.76. The funds would be used for pots of flowers to be located on 3<sup>rd</sup> and 4<sup>th</sup> Streets. The Board will consider taking action on this funding request at its April 9 meeting.

#### ***UPDATE ON RIFLE BOAT RAMP***

Ms. Rogers gave an update on the Rifle Boat Ramp. The Colorado Department of Transportation has hired a new right-of-way coordinator, and Ms. Rogers made her aware of the City's request for a lease agreement related to the boat ramp area. November 1, 2013 is the deadline to apply for a Great Outdoors Colorado grant for funding as a community park, based on inclusion of a loop trail within the park, and as a trail (i.e., a stop along a regional trail). Ms. Rogers said there would be an announcement later about a donation for the boat ramp.

The Board encouraged Ms. Rogers to make a grant application to the Board to spend up to \$10,000.

#### ***UPDATE ON NORTHWEST COLORADO CULTURAL HERITAGE TOURISM***

The Board discussed items to include on Rifle gateway signs. The signs would be related to the Northwest Colorado Cultural Heritage Tourism Program. The Board will discuss this again at its meeting on April 9.

***OTHER DISCUSSION ITEMS***

The Board discussed an orientation packet for new Board members, consisting of the lodging tax mission statement, City ordinance about the Board, lodging tax ballot issue pro statements, Board budget, and Board project list.

The meeting adjourned at 1:25 p.m.

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Lisa Cain  
City Clerk

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Gil Frontella  
Chair