

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, September 9, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:03 p.m. by Chair Ryan Gilbert.

PRESENT ON ROLL CALL: Board Members Debi Billings, Sara Brainard, Ryan Gilbert, Kevin Kelley, Keith Lambert, Kristine Llacuna, and Angela Strode.

Board Member Lambert moved to excuse Bob Gardner; seconded by Board Member Brainard. The motion passed unanimously

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Matt Sturgeon, City Manager; Nathan Lindquist, Planning Director; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; Katie Harris, Tourism Director, Rifle Area Chamber of Commerce; Nita Smith, Chairman of the Board, Rifle Area Chamber of Commerce; Kasey Nispel, Chamber Board Treasurer, Rifle Area Chamber of Commerce; Marc Rassel, Creative Director, Align Multimedia; Aron Diaz, Director of Account Services, Align Multimedia Group; and Michael Fife, Principal Director, 44ounces.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM AUGUST 12, 2014 REGULAR MEETING

Board Member Llacuna moved to approve the minutes as presented; seconded by Board Member Billings. The motion passed unanimously.

RECEIVE PRESENTATION FROM 44OUNCES

Michael Fife, Principal Director, 44ounces along with Chelsea via video conferencing, presented to the Board preliminary findings from their marketing study. 44ounces used a combination of data and analytics to identify which consumer segments are most likely to stay in Rifle to take advantage of its activities. They identified the profile of best prospective customer and the best way to connect with these people. 44ounces will provide a detailed report to the Board once they have completed their scope of work.

REVIEW GRANT APPLICATION PROCESS

Deputy City Clerk Kristy Christensen presented to the Board a revised grant application and instructions for completing the grant application. The Board would also like a project evaluation form created for grant recipients to submit once they have used the grant funds they were awarded. The Board discussed the current grant cycles and adding an additional grant cycle per year. The additional grant cycle has been suggested by prior applicants.

The grant cycles and the application deadlines being considered are listed below:

Grant Cycle	Application Deadline
December	September 30th
April	January 31st
August	May 31st

Board Member Llacuna moved to approve three grant cycles per calendar year in December, April, and August; seconded by Board Member Billings. The motion passed unanimously.

The meeting adjourned at 1:30 p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Chair