

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, December 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 Ran Gilbert.

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

Board Member Brainard moved to excuse Bob Gardner from today's meeting; seconded by Board Member Kelley. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Nathan Lindquist, Planning Director; Don Chaney, Cultural and Special Events Manager; Katie Harris, Tourism Director, Rifle Area Chamber of Commerce; Gina Reese-Long, Special Programs Coordinator, Rifle Area Chamber of Commerce; Nita Smith, Chairman of the Board, Rifle Area Chamber of Commerce; June Renfro, Treasurer, Bookcliffs Council on the Arts and Humanities; Pam Burwell, board member, Bookcliffs Council on the Arts and Humanities; and Aaron Diaz, Director of Account Services, Align multi-media.

ITEMS ON THE AGENDA

APPROVE MINUTES FROM NOVEMBER 11, 2014 REGULAR MEETING

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

CONSIDER GRANT APPLICATION FOR BOOKCLIFFS COUNCIL ON THE ARTS AND HUMANITIES

Pam Burwell and June Renfro explained to the Board the Bookcliffs Council on the Arts and Humanities (BCAH) grant request. BCAH submitted a grant application in the amount of \$5,000. The grant funds will be used to expand the number art classes offered, continue the summer music series, expand the community gardens, continue construction work on the Hickman house, and begin a Cowboy Poetry performance.

Board Member Strode moved to approve the grant in the amount of \$4,000; seconded by Board Member Brainard. The motion passed unanimously.

CONSIDER GRANT APPLICATION FOR RIFLE RENDEZVOUS

Rifle Rendezvous submitted a grant application in the amount of \$5,000. The grant funds will be used for the entertainers and portable restrooms at 2015 Rifle Rendezvous.

Board Member Llacuna moved to approve the grant in the amount of \$3,500 and the Board would like to request the Rifle Rendezvous Board meet with the marketing committee to discuss the potential for expanding the event in the future; seconded by Board Member Billings. The motion passed unanimously.

CONSIDER RECOMMENDATIONS FROM THE MARKETING AND ADVERTISING FOR 2015

Nathan Lindquist gave an update to the Board on the progress of the marketing plan.

Kevin Kelley left the meeting at 1:11 p.m.

CONSIDER RECOMMENDATIONS FROM MARKETING COMMITTEE

The marketing committee is developing a plan for future marketing, but it may be months before the plan is finalized. While the marketing plan is being developed and finalized, some ongoing advertising and marketing needs to continue.

The Rifle Area Chamber of Commerce requested \$2,242.40 for advertising the upcoming Ice Fishing Tournament. The Ice Fishing Tournament is the third weekend in January every year.

Board Member Billings moved to approve the advertising for the Ice Fishing Tournament in the amount of \$2,242.40; seconded by Board Member Brainard. The motion passed unanimously.

The Rifle Area Chamber of Commerce is also requesting \$4,495 to maintain the Visit Rifle Facebook page, for their staff to manage the booth at the Sportsman's Expo, and to reprint the general mailers and tear-off visitor maps.

Board Member Lambert moved to approve the grant in the amount of \$4,495; seconded by Board Member Billings. The motion passed unanimously.

The meeting adjourned at 1:39 p.m.

Kristy Christensen
Deputy City Clerk

Ryan Gilbert
Chair