
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

September 8, 2015, 12:00 p.m.

City Hall, Rifle, Colorado

Planning 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.

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| 12:00 p.m. | 1. Call to Order and Roll Call |
| 12:01 p.m. | 2. Approve Minutes from August 11, 2015 Regular Meeting |
| 12:02 p.m. | 3. Discuss 2016 Budget |
| 12:45 p.m. | 4. Discuss letter of support for Historic Structure Assessment Grant for Rifle Bridge |
| 12:52 p.m. | 5. Discuss new requirements and expectations for grant applicants |
| 1:00 p.m. | 6. Adjourn |
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The order and times of agenda items listed above are approximate and intended as a guideline for the Board

Next Regular Meeting: October 13, 2015

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

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Tuesday, August 11, 2015
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvements Fund Advisory Board was called to order at noon by Chair Debi Billings.

PRESENT AT ROLL CALL: Board Members Debi Billings, Tanya Doose, Bob Gardner, and Kevin Kelley, Keith Lambert, Kristine Llacuna, and Angela Strode.

Board Member Lambert moved to excuse Board Member Sara Brainard from today's meeting; seconded by Board Member Gardner. 6 in favor, 1 opposed. Motion passed.

OTHERS PRESENT: City Clerk Lisa Hamilton; AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist; Rifle Area Chamber of Commerce President/CEO Andrea Maddalone; Downtown Development Authority Manager Helen Rogers.

APPROVE MINUTES FROM JULY 14, 2015 REGULAR MEETING

Board Member Kelley moved to approve the minutes as presented; seconded by Board Member Llacuna. Motion passed.

CONSIDER GRANT APPLICATIONS

Board Member Lambert moved to approve a grant of \$1500 to Rifle American Legion Kelly Hanson Post 78; seconded by Board Member Strode. Motion passed.

Board Member Llacuna moved to approve a grant of \$700 to Rifle Area Chamber of Commerce; seconded by Board Member Kelley. Motion passed.

Board Member Strode moved to approve a grant of \$5000 to Rifle Area Mountain Biking Organization; seconded by Board Member Llacuna. Motion passed.

Board Member Gardner moved to approve a grant of \$2000 to Rifle Creek Museum; seconded by Board Member Llacuna. Motion passed.

Board Member Llacuna moved to approve a grant of \$800 to Greater Rifle Improvement Team (GRIT) Steering Committee; seconded by Board Member Doose. Motion passed.

DISCUSS PROCESSING OF GRANT APPLICATIONS

Here's a proposed way to focus our Board meetings:

- October: focus on reviewing grant applications with applicants

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING – AUGUST 11, 2015

- November: focus on other Board issues
- December: decide whether to approve grants and in what amounts
- January: focus on other Board issues
- February: focus on reviewing grant applications with applicants
- March: focus on other Board issues
- April: decide whether to approve grants and in what amounts
- May: focus on other Board issues
- June: elect officers; focus on reviewing grant applications with applicants
- July: focus on other Board issues
- August: decide whether to approve grants and in what amounts
- September: focus on other Board issues

Board Member Strode moved to institute a 45 day deadline for grant applications prior to the grant approvals, as well as require applicants to appear before the VIF Advisory Board in the meeting prior to the grant approval meetings; seconded by Board Member Doose. Motion passed.

Board Member Strode moved to recommend to City Council that they proceed with the boat ramp construction with VIF Advisory Board's understanding that they may be asked to cover maintenance costs in the future; seconded by Board Member Kelley. Motion passed.

~~DISCUSS "MINI RURAL PHILANTHROPY DAY"~~

REVIEW 2015 BUDGET

The Board reviewed its 2015 budget.

RECEIVE UPDATE ON VIF-FUNDED PROJECTS

Planning Director Nathan Lindquist updated the Board on VIF-funded projects.

DISCUSS 2016 POTENTIAL PROJECTS

The Board discussed 2016 potential projects.

DISCUSS REACTIVATING VIF MARKETING COMMITTEE

The Board discussed reactivating the VIF Marketing Committee.

CONSIDER CANCELLING OR RESCHEDULING AUGUST 2015 AND SEPTEMBER 2015 MEETINGS

The Rifle municipal election will take place September 8, 2015, so the conference room will not be available that day for the Board meeting. Board Member Lambert moved to relocate the September 8th meeting; seconded by Board Member Doose. Motion passed.

Meeting adjourned at 1:50 p.m.

Cathleen Anthony
AmeriCorps Intern for City of Rifle

Debi Billings
Chair

DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268



TO: Visitor Improvement Fund Advisory Board

FROM: Nathan Lindquist, Planning Director

DATE: September 4, 2015

RE: 2016 Budget Proposal

SUMMARY

VIF Chair Deb Billings and I have put together the following 2016 VIF budget proposal for your consideration. Please consider this as an attempt to accomplish the VIF Strategic Plan priorities critical to bringing more visitors into Rifle such as signature events, promotions, place-branding, and upgrades to the VisitRifle website. In order to have adequate funding for those priorities, the proposal shifts dollars from some budget categories to the priority budget categories. While VIF's founding ordinance does not prevent this from happening, it would be new for VIF. We will walk through the reasoning for this, but the main point goes back to the fact that we have been tackling many projects without the funding to do most of them well. Our effort now is to do the highest priority projects the right way. The only way to do this is to make some difficult choices. Please interpret this as the beginning of a conversation of how we do that.

SPECIAL EVENTS BUDGET

One of the highest priority projects most mentioned by VIF and other groups is improving Rifle's "signature events". Potential signature events that we could focus on might be Rifle Rendezvous/Heritage Days, Garfield County Fair, a "Fall Hunting/Outdoor Adventure Festival", July 3rd, Hometown Holidays, or a new event idea that gets brainstormed. City and Chamber staff would work on this with GRIT Partners such as Bookcliff Arts, Colorado Mountain College, the Library District, Rifle Rendezvous, the Rifle Heritage Center, Garfield County, and others. By putting more attention on signature events, we also hope to bring in revenue from beer garden sales, merchandise, vendors, tickets, etc. This money will be put back into the signature events, further increasing VIF's return on investment.

Monthly GRIT meetings on this topic will be held at 8:30 a.m. on the 2nd Tuesday of the month. VIF board members are welcome to attend, or you may wish to appoint a VIF liaison. A more detailed signature events work plan will be developed by March 2016 for the VIF board's approval before any funding is spent.

"Event series" budget line items have been reduced from 2015 to put more dollars towards signature events. We will begin encouraging event series to find sponsorships to reduce their

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dependency on VIF. Any additional savings from event series sponsorships will be directed towards signature events. Symphony in the Valley was reduced from a \$2,500 contribution to \$1,200, the actual cost of their 3rd of July show.

Signature Events:

3 rd of July – “Independence Eve”	\$11,200 (fireworks and symphony)
Other Signature Events TBD	\$14,300 (Rendezvous, Fall Fest, Fair, etc)

Event Series:

Ute Winter Concert Series	\$10,000 (sponsorships may reduce amount)
Bookcliff Arts Summer Concert Series	\$4,000
Farmer’s Market	\$4,000 (sponsorships may reduce amount)

Other:

Ute Theater Operations	\$10,000
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TOTAL **\$53,500** (increased from \$45,000 in 2015)

CITY PROMOTIONS BUDGET

VIF Strategic Plan priorities in this budget category include marketing and place-branding, promotion of signature events, and the VisitRifle website. The intent of this budget is to create a structure where the VIF Marketing Committee (Deb, Bob, Angela) can begin refining and implementing the Marketing Plan to accomplish these priorities. The chairs of several other GRIT partner boards (Chamber, City, RREDC) are interested in joining VIF members to help with this project. We may also ask other community members with a background in marketing to join. This meeting will be held on the 4th Thursday of the month at noon. The responses from the marketing survey will be a starting point for this conversation. A more detailed proposal will be submitted to the VIF board before any of these funds are spent. Our initial thought was to put \$8,500 towards signature event promotions, and \$37,944 towards website upgrades and place-branding, but these numbers are not written in stone and can be modified by the committee as we get deeper into the project.

TOTAL **\$46,444** (increased by \$8,500 from 2015 budget)

VISITOR ATTRACTIONS, HISTORIC PRESERVATION, BEAUTIFICATION BUDGETS

In recent years VIF has accomplished much with the capital improvement projects associated with these three categories. These projects include the Boat Ramp, wayfinding, the Ute Patio, and several trails. However, this year’s board conversations about VIF Strategic Plan priorities have not ranked capital improvement projects very highly. In order to accomplish VIF’s priorities such as signature events, promotions, place-branding, and VisitRifle website

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upgrades, we need to find extra funding. Therefore, we are proposing cutting the following budget categories by 50% so that this funding can be put towards VIF priorities.

Visitor Attractions	\$5,000	(reduced from \$10,000 in 2015)
Historic Preservation	\$2,250	(reduced from \$4,500 in 2015)
Beautification	\$1,750	(reduced from \$3,543 in 2015)
TOTAL	\$9,000	(reduced from 18,043 in 2015)

We propose that the \$9,000 from these three categories would be available to projects in the VIF Grant Cycle.

OTHER BUDGET CHANGES

In order to fund VIF’s priorities, other changes to the budget are proposed totaling \$8,000. The Special Events budget has received \$4,000 from this, and the Promotions budget has received \$4,000.

The Strategic Planning line item has been reduced from 3,000 to zero. VIF already has a Strategic Plan, and the GRIT structure will serve as ongoing strategic planning in 2016. Also, the \$5,000 to fund DDA staff has been moved to the Special Events and Promotions budgets. There may be a role for assistance in these areas, but this should be determined on a per project basis by the relevant committee, not as a set amount in the budget.

Thank you for your consideration of this budget. Staff looks forward to working with you in 2016.



August 18, 2015

State Historical Fund
History Colorado Center
1200 Broadway
Denver, CO 80203

RE: Historic Structure Assessment for the Rifle Bridge

To Whom It May Concern,

The Visitor Improvement Fund Board endorses obtaining a Historic Structure Assessment for the historic Rifle Bridge along the Colorado River.

Constructed in 1908, the bridge served as a transportation link for agriculture and citizens of the Rifle area for many years. It was placed on the National Register of Historic Places in 1985 for its unusual combination of a Parker and Pennsylvania through truss construction. It is one of only a few steel pin bridges remaining in the state of Colorado, as many have been replaced with concrete and steel.

This initial phase of obtaining the HSA will help in determining the physical condition and path to eventual restoration of the bridge. Proposed improvements would include ADA accessibility, increased fishing accessibility, and better connectivity to the beauty of the Colorado River Corridor. A major element of the City of Rifle's Comprehensive Plan is better connectivity to the River as it is an underused natural resource in our community.

The Visitor Improvement Fund was voter approved in 2008, funded by a 2.5% lodging tax. With the restoration of the bridge, the mission of VIF would continue to serve the community through Visitor Improvements and City Beautification. The bridge is an iconic structure as you enter Rifle, but is not used because of its present condition.

Again, we support this effort and are very excited about the future impact the Rifle Bridge will have in our community.

Sincerely,

Debi Billings
Chairperson, Visitor Improvement Fund
City of Rifle



September 8, 2015

Dear Visitor Improvement Fund Grant Applicants,

The Visitor Improvement Fund Advisory Board is updating their grant review process. The board would like to hear more about the organizations that they are supporting. To do so, applicants will be required to appear before the board the second Tuesday of the month prior to the grant cycle. Please take note of the chart below:

Grant Cycle	Application Deadline	Appearance and Presentation Date
December	October 31 st	2 nd Tuesday in November
April	February 28 th	2 nd Tuesday in March
August	June 30 th	2 nd Tuesday in July

For example, if applying for the December grant cycle, the grant application would be due the last day in October, and then a member(s) of the organization would be required to come into the board meeting in November to discuss the application. Presenters are expected to give a brief overview and history of their organization, discuss what the grant money will be used for and how it relates to visitor improvement, and answer questions posed by the board members.

If you have any questions about the update or the grant process in general, please contact Cathleen Anthony, AmeriCorps Intern for City of Rifle at canthony@rifleco.org, or at 970-665-6496.

Sincerely,

The Visitor Improvement Fund Advisory Board
City of Rifle