
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

February 14, 2017, 12:00 p.m.

City Hall, Rifle, Colorado
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.

- 12:00 p.m. Call to Order and Roll Call
- 12:01 p.m. Approve Minutes from January 10, 2017 Regular Meeting
- 12:02 p.m. Review baseball tournament returned evaluation
- 12:15p.m. Review and vote on 2017 Budget

The order and times of agenda items listed above are approximate and intended as a guideline for the Board

Next Regular Meeting: March 14, 2017

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31st, April/February 28th, and August/June 30th

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, January 10, 2016
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:02p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Tanya Doose, Angela Strode, Paul Rice, Kevin Kelley, Kristine Llacuna, Keith Lambert.

OTHERS PRESENT: Planning Director Nathan Lindquist; City of Rifle AmeriCorps Cathleen Anthony; Wayne Pleasants with the Ute Theater; Kim Burner with the Rifle Area Chamber of Commerce; Marcey Hodshire from the Bookcliffs Arts Center; Helen Rogers with the Rifle Farmers Market; Damon Arrendondo; Tiana Davis.

APPROVE MINUTES FROM DECEMBER 13, 2016 REGULAR MEETING

Motion made by Board Member Strode to approve minutes as presented; seconded by Board Member Llacuna. Motion passed.

RECEIVE REPORTS FROM VARIOUS EVENT PLANNING GROUPS

Board received a general overview on event planning from Nathan Lindquist.

Rifle Rendezvous

Due to the absence of a representative, Nathan also updated the board on general Rifle Rendezvous information.

Garfield County Fair- Cathleen Anthony

Planning to again provide a shuttle for the 2017 fair. The route from last year has been improved upon and more details will be ironed out in the coming months.

Western Adventure Weekend/ Ute Theater/City of Rifle- Nathan Lindquist, Wayne Pleasants

Looking at adding something to the Western Adventure Weekend that is climbing and/or biking related in the next year.

The seating is currently going into the Ute Theater. The theater is focused on long term planning in the quest for larger acts that can help bring in revenue. There are upcoming concerts featuring some well-known groups.

Hometown Holiday- Kim Burner

The Chamber is anticipating higher costs in marketing for the next year, along with additional moderate changes to the operation and some of the activities of Hometown Holiday.

Bookcliffs Arts Concert Series- Marcey Hodshire

The BAC is interested in working with the Farmers Market in order to better coordinate the events for the upcoming summer. They would like to keep the continuity of their event, but also possibly decrease the length of its season.

Rifle Farmers Market- Helen Rogers

The Farmers market is looking at multiple logistical changes, the least of all being the location of the market, which must move from the 2nd street lot. Other changes may include the day and length of season.

Rifle Rodeo Series presentation- Tiana Davis

The series would be held in the summer months starting on June 5th and run for 10 consecutive weeks (excluding the county fair). It includes professionally sanctioned events, which would add to the draw for out-of-town visitors. The series would also provide spots for vendors and charge \$10 per car for the cost of attendance.

Rifle Climbing Festival presentation- Damon Arrendondo

Looking at bringing in something addressing this available activity, with specific focus on combining it with Western Adventure Weekend (Sept. 20th -24th). This may include a film fest and different types of merchandise suppliers.

Meeting adjourned at 1:58p.m.

Cathleen Anthony
City of Rifle AmeriCorps Intern

Kevin Kelley
Chair

**Visitor Improvement Fund
City of Rifle
202 Railroad Avenue
Rifle, CO 81650**

Project Evaluation

How did your organization decide to define and measure success:

Success is providing quality baseball tournaments that teams throughout the state would be interested in coming to each year. We would like 8 teams each year.

Did your organization achieve success and how:

We originally had 8 teams scheduled this past year for the first tourney, but two had to drop at the last minute, one because their high school team had so much success in the California state playoffs that they weren't finished with playoffs when our tournament was starting. The other team did not have enough players to end up fielding a team for the summer. However, our second tournament went from a five-team tournament to eight teams. We already have eight for the first one this year and will have eight for the second. We also had two teams for each tournament that were from the Eastern Slope or out of state that stayed in Rifle hotels for multiple days.

How many people did your project reach:

The two tournaments included a total of 14 teams last summer. When you include players, coaches, umpires, parents and other fans, the total people reached and brought in to our community would be approximately 350 to 400.

What did you learn or how would you improve the project in the future:

We received numerous compliments on the quality of our facilities and the organization of the tournaments. We have great interest in the tournaments this year as we have already filled the first one and should have the second filled shortly with the maximum of 8 teams we can accommodate on our field. One thing I would like to do to improve the tourney is provide game MVP awards for the top players from each game. This is something I saw at a tournament in Loveland for softball that we went to and which the players thought was a great thing to do.