

# VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, January 10, 2017  
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 2<sup>nd</sup> 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 5<sup>th</sup> 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. 20<sup>th</sup> -24<sup>th</sup>). This may include a film fest and different types of merchandise suppliers.

Meeting adjourned at 1:58p.m.

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Cathleen Anthony  
City of Rifle AmeriCorps Intern

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Kevin Kelley  
Chair