
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

June 13, 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 May 9, 2017 Regular Meeting

12:02 p.m. Rifle Rendezvous weekend discussion

12:20 p.m. Recap on administrative transition (Cathleen Anthony leaves in the end of July)

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

Next Regular Meeting: July 11, 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, May 9, 2017
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:03p.m. by Chair Kevin Kelley.

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

OTHERS PRESENT: Planning Director Nathan Lindquist; City of Rifle AmeriCorps Cathleen Anthony; Event Planner Alice Beauchamp, Kim Burner with the Rifle Area Chamber of Commerce

APPROVE MINUTES FROM April 11, 2017 REGULAR MEETING

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

REVIEW RENEWAL LETTERS FROM KEVIN KELLEY AND KRISTINE LLACUNA

A letter was presented by Board Member Kelley expressing his interest in renewing his position with the VIF board upon the seat's expiration at the end of May. Motion made by Board Member Strode to present to council for the renewal of the term; seconded by Board Member Lambert. Motion passed.

A letter was presented by Board Member Llacuna expressing her interest in renewing her position with the VIF board upon the seat's expiration at the end of May. Motion made by Board Member Strode to present to council for the renewal of the term; seconded by Board Member Rice. Motion passed.

BOARD ORGANIZATION DISCUSSION

Nathan and the VIF board discussed the reorganization of the board. There will be a workshop in June with which it will also be discussed with city council.

WESTERN ADVENTURE WEEKEND UPDATE

Board received WAW event update from Nathan Lindquist and Alice Beauchamp.

Meeting adjourned at 1:04p.m.

Cathleen Anthony
City of Rifle AmeriCorps Intern

Kevin Kelley
Chair

DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

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



MEMORANDUM

To: Honorable Mayor and City Council
From: Nathan Lindquist, Planning Director
Date: June 4, 2017
Subject: Consider changes to Visitor Improvement Fund structure and rules

Recently there have been several resignations of Visitor Improvement Board members. Only five of eight seats are currently filled (including the alternate). Rather than filling those seats immediately, Staff and the VIF Board see an opportunity for changes that may help VIF achieve its goals.

The ballot measure that created the VIF Lodging Tax sets a goal that funds “be used primarily for visitor improvements and attractions, historic preservation, special events, beautification projects in the City, and the promotion of the City and its environs”. The ballot measure does not limit City Council in creating any structure that best meets these goals. The structure is created through an ordinance.

Current VIF membership is open to any citizens or business representatives within the City. With three open VIF seats, there is an opportunity to change Code to select members in a more strategic manner.

Aligning VIF and the Greater Rifle Improvement Team (GRIT)

The recommended changes would align the GRIT board with the VIF board by designating the open seats on VIF towards representatives of GRIT organizations. GRIT is made up of City Council, the DDA, the Chamber, the RREDC, and Garfield County. GRIT was created to help these organizations collaborate more effectively on shared goals. GRIT’s goals are very similar to VIF’s goals and there is already much collaboration between the two entities. Merging the two boards would create a more streamlined structure (and fewer meetings). It would align efforts on Rifle’s signature events, promotion of the Real Western Adventure brand, and capital improvement projects. It would allow citizens to give input directly to the organizations that work on these issues, fostering collaboration and furthering Rifle’s vision.

One question raised by VIF board members is whether some seats should be non-voting, such as City Council, Garfield County, and City Staff. These seats could still have an equal voice in discussions even while not voting.

Secretarial Duties

A more minor change to the ordinance would eliminate the Secretary position on the Board. City Staff has always taken notes and published meeting minutes, and it would be simplest to continue in this manner.

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See below for the Lodging Tax ballot language and recommended changes to the VIF section of Rifle Municipal Code.

Ballot question that created VIF:

SHALL THE CITY OF RIFLE'S TAXES BE INCREASED BY AN ESTIMATED \$350,000.00 ANNUALLY FOR THE FIRST FULL FISCAL YEAR (2008) AND BY SUCH AMOUNTS GENERATED ANNUALLY THEREAFTER BY THE IMPOSITION OF A LODGING TAX COMMENCING JANUARY 1, 2008 ON THE LEASING OR RENTING OF ROOMS OR OTHER ACCOMMODATIONS IN COMMERCIAL LODGING WITHIN THE CITY FOR LESS THAN 30 DAYS AT THE RATE OF TWO AND ONE-HALF PERCENT (2.5%) OF THE PRICE PAID OR CHARGED FOR SUCH LODGING IN THE CITY, WITH THE FOREGOING TERMS TO BE MORE SPECIFICALLY DEFINED BY ORDINANCE OF THE CITY COUNCIL, THE PROCEEDS OF SUCH TAX, TOGETHER WITH INVESTMENT EARNINGS THEREON, SHALL BE USED PRIMARILY FOR VISITOR IMPROVEMENTS AND ATTRACTIONS, HISTORIC PRESERVATION, SPECIAL EVENTS, BEAUTIFICATION PROJECTS IN THE CITY, AND THE PROMOTION OF THE CITY AND ITS ENVIRONS, AND SUCH REVENUES TO BE COLLECTED BY THE CITY OF RIFLE AS A VOTER APPROVED REVENUE CHANGE, NOTWITHSTANDING ANY REVENUE OR EXPENDITURE LIMITATION SET FORTH IN ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION?

ARTICLE XII - Visitor Improvements Fund Advisory Board

Sec. 2-12-10. - Creation and establishment.

There is hereby created and established a Visitor Improvements Fund Advisory Board, with powers delegated as provided in this Article, for the purpose of providing advice and recommendations to the City Council on the use of the Visitor Improvements Fund and performing other duties as set forth in this Article. (Ord. 33 §4, 2007)

Sec. 2-12-20. - Membership.

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(a) The Visitor Improvements Fund Advisory Board shall consist of seven (7) voting members ~~and three non-voting members?;~~ ~~plus one (1) alternate member with voting rights only in the absence of a regular member, all of which but one (1) shall be bona fide residents of the City or appointed representative of a business in the City.~~ Membership on the Visitor Improvements Fund Advisory Board shall be in compliance with Section 2-2-50(b) of this Code. ~~Any nonresident City employee or nonresident owner or owner-appointed representative of a business in the City appointed to the Visitor Improvements Fund Advisory Board shall not count against the appointment of the one (1) nonresident board member provided for above.~~ The intent of the composition of the board is to bring together citizens and organizations of the Greater Rifle Improvement Team (GRIT) in a collaborative partnership that attracts visitors and improve quality of life for residents. Board membership shall include:

- a. Five (5) members who are citizens residing within the City Limits of Rifle or representatives of businesses located in the City of Rifle. Hotel, restaurant, and retail businesses are preferred but not required.
- b. A representative of the Downtown Development Authority (DDA)
- c. A representative of the Rifle Area Chamber of Commerce
- d. A representative of the Rifle Regional Economic Development Corporation
- e. A representative of Garfield County (non-voting?)
- f. A member of Rifle City Council (non-voting?)
- g. A representative of City of Rifle staff (non-voting?)

Non-voting members shall have equal input with voting members in discussions of all VIF matters. One (1) of the eight (8) voting seats listed above shall be the alternate voting seat.

(b) Appointments to the Visitor Improvements Fund Advisory Board shall be made by the City Council. Persons interested in serving shall ~~complete an application b~~ expressing their interest in serving on the Visitor Improvements Fund Advisory Board and ~~responding~~ to representative questions as approved by the Board. In the event a regular member of the Visitor Improvements Fund Advisory Board resigns or is removed from his or her position, the alternate, if interested in filling that position, will be required to submit an application and participate in the interview process. The City shall be responsible for advertising for positions that need to be filled. The chair or acting chair of the Visitor Improvements Fund Advisory Board shall be responsible for notifying the City Manager if and when there is a vacancy due to a resignation or other reason within two (2) weeks of the vacancy. (Ord. 33 §4, 2007; Ord. 24 §2, 2012; Ord. 13 §9, 2014)

Sec. 2-12-30. - Compensation and terms of office.

The members of the Visitor Improvements Fund Advisory Board shall serve without compensation for their services as such, but may receive reimbursement for necessary travel and other expenses incurred on official duty when such expenditures have received prior authorization within the municipal budget. The members shall serve three-year staggered terms. Terms shall commence June 1 of each year. Nothing shall preclude a member from serving succeeding terms if so appointed. (Ord. 33 §4, 2007; Ord. 20 §7, 2008)

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Sec. 2-12-40. - Duties and responsibilities.

It shall be the responsibility of the Visitor Improvements Fund Advisory Board to perform the following duties:

- (1) Act in an advisory capacity to the City Council in all matters pertaining to the Visitor Improvements Fund, which monies are designated for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.
- (2) Review the preliminary budget for the Visitor Improvements Fund prepared by the City Manager and provide input as needed before submission to the City Council.
- (3) Create and recommend to the City Council for approval a master plan for the use of the Visitor Improvements Fund for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs, and review and update such plan annually prior to the budget process.
- (4) Develop collaboration amongst the Greater Rifle Improvement Team (GRIT) organizations and citizenry to align efforts towards achieving the goals of the board.
- (45) Perform such other duties not inconsistent with this Article as may be requested by the City Council or City Manager to other City departments or agencies. (Ord. 33 §4, 2007)

Sec. 2-12-50. - Meetings and officers.

At the first Board meeting following the commencement of new terms on June 1 of each year, the Visitor Improvements Fund Advisory Board shall organize by electing ~~three-two (32)~~ of its members to serve as Chair, ~~and~~ Vice-Chair ~~and Secretary~~, respectively, to serve at the pleasure of the Visitor Improvements Fund Advisory Board. The Board shall hold such regular and special meetings as may be required. All proceedings shall be open to the public. A majority of the membership of the Board shall constitute a quorum. The affirmative vote of a majority of the quorum of the Visitor Improvements Fund Advisory Board shall be necessary for it to take any action except to adjourn. ~~A member of the Board shall serve as secretary for the recording of minutes for the Board, who shall keep a record of its proceedings and transactions. The Secretary may request a member of the City administration to keep such minutes and records if he or she so desires.~~ The Visitor Improvements Fund Advisory Board may prescribe regulations for the conduct of its internal affairs, which shall be consistent with this Article and this Code, and copies of which shall be kept on file in the office of the City Clerk where they shall be available for public inspection. (Ord. 33 §4, 2007; Ord. 15 §3, 2011)

Sec. 2-12-60. - Removal of members.

Members of the Visitor Improvements Fund Advisory Board may be removed by action of the City Council for malfeasance or nonfeasance or for unexcused failure to attend three (3) consecutive meetings of the Board. The Board may recommend such action to the City Council. (Ord. 33 §4, 2007)

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City of Rifle, Colorado JOB DESCRIPTION

JOB TITLE:	Administrative Assistant	FLSA Status: Non-Exempt
DEPARTMENT:	Planning/City Clerk	
DIVISION:	Planning	

Job Summary:

Performs a variety of administrative support duties in support of various departments including Planning, City Clerk, and Building under the general supervision of the Planning Director. Performs typing, filing, processing, and distributing of documents and correspondence; maintains and updates websites; answers telephones; maintains and prepares meeting minutes; responds to requests for information from the public at various City locations; and provides general support and assistance to the supervisory and management staff.

Essential Duties and Responsibilities:

The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The organization retains the right to modify or change the duties or essential functions of the job at any time.

- Performs various administrative support duties, utilizing standard office equipment, to include: screening incoming calls; taking and transmitting messages; distributing mail; filing; making photocopies; performing data entry; and typing.
- Assist with customer service activities and assists the public with inquiries and requests for information regarding programs and operations. Processes public complaints and/or notifies the appropriate department.
- Reviews and/or prepares a variety of reports, work papers, promotional efforts, communications
- Coordinates, plans, and manages various board meetings, including: agendas, packets, public notices, and Council Chambers preparation. May attend and record meetings for Planning and Zoning Commission, Visitor Improvement Fund Advisory Board, and City Council in Clerk's absence.
- Ensures compliance with operational policies and procedures for project applications, permits, licenses, contracts, official records, and other documents.
- Maintains and updates department websites.
- Assists City Clerk with municipal elections.
- Assists City Clerk with liquor licensing and medical marijuana business licensing.

Other Duties and Responsibilities:

- Travels to various City offices and sites to perform work
- Performs other related duties and special projects as assigned.

Experience and Training:

Minimum Education: High School Diploma or equivalent.

Job Requirements: Valid Colorado Driver's License. Must pass a background check.

Work Experience in Positions Similar or Related to This Job: Two years of related administrative support experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Knowledge, Skills, and Abilities:

- Knowledge of modern office practices and procedures.
- Knowledge of basic planning policies and procedures.
- Knowledge of basic mathematical concepts such as addition, subtraction, multiplication and division.
- Ability to communicate effectively in English, both verbally and in writing.
- Must be able to maintain confidentiality of files.
- Skill in providing customer service.
- Skill in prioritizing and organizing work.
- Working knowledge of computers and the ability to learn and utilize software applications for word processing, spreadsheets, databases, and other current technology.
- Working knowledge of the principles of records management, recording of minutes and records research techniques and the ability to apply those principles.
- Solid interpersonal and organizational skills, tact, and ability to resolve problems and manage conflict.
- Skill in maintaining and updating websites.
- Ability to work evening hours.

Reporting Relationships:

This Position Reports to: The Planning Director provides overall supervision of the position. The position reports directly to the Planning Director during the 50% of the time that the position performs duties related to Planning, Building, or other community development related tasks. During the 50% of time that the position performs duties related to City Clerk responsibilities, the position reports to the City Clerk.

This Position has Supervisory Responsibility for: None.

Equipment Used:

Standard office equipment including computer, printer, copier, telephone, audio recorder/transcriber, cell phone, pager, camera, and calculator, fax machine, typewriter, postage machine, 10-key calculator and various other instruments and tools associated with this particular job discipline.

Physical Requirements:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential duties and responsibilities.

- Requires dexterity, grasping, talking, hearing, seeing and repetitive motions.
- Ability to conduct activities involving reaching with hands and arms, walking, standing, stooping, and kneeling/bending on an occasional basis.
- Ability to distinguish objects in low and bright light using visual capacity including peripheral vision, depth perception, color vision, and far and near acuity in order to observe all elements of an operational zone and document information/results.
- Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

Environmental Requirements:

- Work is typically performed in an office environment, with some exposure to construction work and equipment. The noise level in the work environment is occasionally moderately noisy.

COMMENTS:

Employee's Signature

Date

Supervisor's Signature

Date