
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

April 10, 2018, 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
- 12:02 p.m. Approve Minutes from March 13, 2018 Regular Meeting
- 12:05 p.m. Review Main Street Manager Job Description
- 12:45 p.m. Project Updates

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

Next Regular Meeting: May 8, 2018

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, March 13, 2018
REGULAR MEETING
Noon * City Hall Conference Room

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

PRESENT AT ROLL CALL: Board Members Angela Strode, Kevin Kelley, Paul Rice, Helen Rogers, Barb Clifton and Kasey Nispel

Board Member Kristine Llacuna arrived at 12:12 p.m.

Board Member Michael Langhorn was absent.

OTHERS PRESENT: Administrative Assistant Misty Williams, Planning Director Nathan Lindquist, and George Pearson

APPROVE MINUTES FROM FEBRUARY 13, 2018 REGULAR MEETING

Motion was made by Board Member Strode to approve minutes as presented; seconded by Board Member Rice. Motion passed with a unanimous vote.

INTERVIEW CANDIDATES FOR THE LAST VACANT SEAT ON THE VIF BOARD

Candidate Garrick Frontella was not present for an in-person interview.

Candidate George Pearson introduced himself, and gave a brief summary of his qualifications and why he would like to be on the Board. Board members Strode and Kelley asked Mr. Pearson questions regarding some of his ideas for marketing of the City. After clarifying his intentions, Mr. Pearson excused himself from the meeting, and the Board discussed the two candidates.

A confidential voting method was decided upon and Board member Kasey Nispel recused herself from the voting, because Candidate George Pearson is her father. All Board members submitted their votes, with a count result of 2 votes for George Pearson, 3 votes for Garrick Frontella.

DISCUSSION OF MARKETING STRATEGIES

Planning Director Lindquist revisited Amy Cassidy's marketing proposal. Discussion was had in regards to what services would be included in the \$5,000 portion of the proposal, and if those services overlapped the prospective Main Street Director's tasks. Ms. Cassidy joined the meeting via phone conference, and answered some of the Board's questions. Ms. Cassidy explained that partnering with other nearby communities would help with cost, and then offered suggestions on how to determine the region that should be marketed to. She also indicated that many of the Board's questions could be discussed in further detail, at their request.

Discussion was also had regarding Align Multimedia's products, and how they could work with Ms. Cassidy's services. Representatives from Align were on hand during the discussion.

MAIN STREET DISCUSSION

Discussion continued in regards to the City-employed VIF Board Manager position, which would assist in the day to day scheduling, budgeting, planning, etc. of VIF Board projects. Education and experience requirements were discussed, as well as duties that this person would take care of. Nathan presented a spreadsheet that outlined in detail all of the duties that could potentially be this new position's responsibility.

There will be further discussion of this matter at the next VIF Board meeting.

Meeting adjourned at 1:23 p.m.

Misty Williams
Administrative Assistant

Kevin Kelley
Chair

RIFLE MAIN STREET MANAGER

SUMMARY OF THE RIFLE MAIN STREET PROGRAM

The Rifle Main Street Manager (“Manager”) leads a city-wide revitalization partnership called the Greater Rifle Improvement Team (GRIT). GRIT is a member of Colorado Main Street and follows the Main Street structure. However, it is more extensive than the typical Main Street program and the Manager position requires a higher level of skills and abilities. GRIT extends beyond the downtown and is highly integrated into, and has access to the resources of, the City of Rifle and partner organizations. The position is housed with the City of Rifle Planning Department and reports to the Planning Director.

In December 2017, the GRIT Main Street Program was integrated into the Visitor Improvement Fund (VIF) Advisory Board. The similarities between the Main Street structure and the VIF mission led to the combination of the entities into a nine-member VIF Advisory Board. VIF was formed in 2005 to advise City Council on the spending of lodging tax revenues for the purposes of special events, marketing, beautification, historic preservation, and visitor attractions. VIF has designated board seats for the GRIT Partner entities: Rifle City Council, the Rifle Regional Economic Development Corporation (**RREDC**), the Rifle Area Chamber of Commerce, and the Downtown Development Authority.

The partners contributing to the Main Street Manager salary are the RREDC, VIF, and the City of Rifle.

SUMMARY OF THE MAIN STREET MANAGER POSITION

The Rifle Main Street Manager is responsible for the development, facilitation, execution and documentation of the GRIT Main Street program. The Manager is the contact person for the community and partner organizations and serves as the local expert for the program. The Manager is the principal on-site staff person responsible for coordinating the program.

Because of the large scope that VIF and GRIT covers, the Manager does not complete all the work; instead, the Manager facilitates the GRIT/VIF process and assists the GRIT Partners in implementing projects through the Main Street structure. The Manager directly implements only priority projects including:

- the Real Western Adventure marketing campaign
- Western Adventure Weekend (signature event 4th weekend in September)
- Ute Theater metric tracking, volunteer coordination, and events and marketing as according to need and ability
- key economic development opportunities and strategies for targeted business attraction
- Volunteer recruitment and program development

Any other top priorities?

The manager also acts as a liaison between GRIT and other entities who plan and execute local events. While not tasked with planning and executing such events, the Manager will remain in contact with other groups/events and facilitate dialogue between them and GRIT, such as:

- Rifle Rendezvous;
- Farmer's Market;
- Bookcliffs Council for the Arts;
- Rifle Historical Society.

Activities and Duties

The Manager must understand the issues confronting Rifle's business people, property owners, public agencies and community organizations. The Manager must be collaborative, energetic, professional, imaginative, well-organized and capable of functioning effectively in an independent situation.

The Manager must excel at prioritizing the most important aspects of the GRIT Main Street program. The Manager must excel at enlisting help from team members—there is always more to do than one person can handle!

The following activities and duties are performed by the Manager (categorized within the 4 Points of the Main Street Program):

A. ORGANIZATION

1. **Meeting facilitation and collaboration.** Organize monthly VIF meetings as well as appropriate GRIT working groups and community meetings. See that the Rifle VIF Board is kept fully informed on the condition of Rifle GRIT activities and all important factors influencing it. Create meeting agendas and identify priority projects. Attend other GRIT Partner board meetings as necessary (Chamber, DDA, RREDC, City Council).
2. **Communications and quarterly reports.** Create required quarterly reports on GRIT projects for the Colorado Main Street office. The reports will also serve as communication pieces for GRIT Partners and the Rifle community. Increase the level of communication with the DOLA Main Street office, local businesses, organizations, and citizens.
3. **Work Plans and Budgets.** Develop annual Work Plans and budgets that implements Rifle's goals focused on four areas: design, promotion, organization, and economic restructuring. Obtain necessary funding for elements of the work program.

4. **Metrics, data, and ROI.** Maintain the long-range GRIT strategy and track consistent progress towards goals. Develop and maintain data systems, collect metrics, and measure the Return on Investment of GRIT Partner activities.
5. **Volunteer development.** Assist with volunteer recruitment and development for GRIT Partner activities. There is a specific need to expand the volunteer pool to the next generation of Rifle-ites.
6. **Training and Professional Development.** Maintain a working knowledge of significant developments and trends in the field and maintain communications with other Main Street programs. Represent the Rifle GRIT Program at prominent conferences on the state and national levels. Encourage GRIT Partners to attend Main Street-related trainings.
7. **Supervise Rifle's Americorps Volunteer.** The City does not currently have an Americorps Volunteer, but in the past this program has been useful as a "Main Street Assistant".

B. PROMOTIONS AND EVENTS

1. **Signature Events.** Assist with coordination and communication for "signature events" that are mostly led by the GRIT Partners, with the exception of Western Adventure Weekend, which is led by the Manager.
2. **Real Western Adventure marketing.** Develop and conduct a brand marketing program designed to promote Rifle's special events, businesses, amenities, and recreation opportunities. Many of the tasks are accomplished by contractors that the Manager will manage, but the Manager may directly implement some aspects such as social media and website updates, which are important skills for this position. Keep GRIT projects in the public eye through speaking engagements, radio, television appearances, articles, social networking sites, and newspaper interviews. Create and distribute promotional pieces such as relocation packages, brochures, visitor maps, outdoor activity information, etc.
3. **Graphic Design.** Encourages graphic design excellence and following Rifle Branding Guidelines and Real Western Adventure schematic in all aspects of promotion in order to advance an image of quality for events and promotions.
4. **Business Coordination.** Work with Rifle's businesses to encourage joint activities such as promotions, advertising, uniform store hours, special events, business recruiting, parking, etc.

C. DESIGN/CAPITAL PROJECTS

The Manager will maintain an updated “Design Work Plan” following Main Street guidelines—however, this aspect of Main Street will primarily be led and implemented by the Planning Director, Public Works Director, and Downtown Development Authority.

D. ECONOMIC RESTRUCTURING

1. Identify and implement priority economic development opportunities and business attraction.
2. Develop and maintain a system for monitoring contact information for developers, property owners, and businesses.
3. Track changes in public and private investment in downtown Rifle, job creation, business retention, expansion and recruitment, the creation of individual building files and the thorough photographic documentation of all changes.
4. Collect RREDC and Chamber of Commerce activities for reporting and work plan updates.

Job Knowledge and Skills

Excellent verbal and written communication skills are essential for the Manager. In addition, the Manager should have education and/or experience in the following areas:

- Volunteer and non-profit administration
- Public relations
- Marketing / Advertising
- Economics
- Finance
- Design
- Budgeting
- Accounting
- Journalism
- Historic Preservation
- Internet / Website Use and Implementation
- Event Planning and Implementation
- Research
- Planning
- Business Administration
- Public Administration
- Retailing

Attributes of a successful GRIT Manager

A successful manager will:

- Have excellent interpersonal skills and a dynamic energy that excites volunteers, the community, and prospective businesses.

- Have a sense of entrepreneurship and be a self-starter.
- Understand and be able to work with local government.
- Have an ability to communicate, both individually and to groups.
- Have an appreciation and understanding of community involvement.
- Be humble enough to accept that not all areas in his or her background will be perfect for the job, and find the help needed.
- Be personable, persevering and patient.