
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

June 12, 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 May 8, 2018 Regular Meeting

12:05 p.m. Discuss Cancellation of Fireworks Display and Ideas for Day/Night After
the Symphony In The Valley concert on July 3rd.

12:35 p.m. Updates on Western Adventure Weekend

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

Next Regular Meeting: July 10, 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, May 8, 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, Michael Langhorne, Barb Clifton, Garrick Frontella, Kristine Llacuna and Kasey Nispel were present at roll call.

OTHERS PRESENT: Administrative Assistant Misty Williams, Planning Director Nathan Lindquist and Kathy Pototsky.

APPROVE MINUTES FROM APRIL 10, 2018 REGULAR MEETING

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

REVIEW BOARD COMPOSITION & STRATEGIC PLANNING

Planning Director Lindquist opened the discussion by talking about the composition of the Board, and how he felt that a strategic planning session would be beneficial to the entire Board, to get everyone on the same page, regarding to the Board's goals and ideas.

Board Members Rogers and Rice expressed concerns that the Historical Preservation portion of the VIF Mission Statement is not adequately represented.

Chair Kelley responded to this concern, stating that he felt that an appropriate percentage of historical projects and events have been met every year. Board Members Strode and Llacuna agreed, and added that they felt that the current structure of the group is satisfactory.

Board Member Nispel encouraged the Board to consider the bigger picture, since the Board now consists of both VIF and GRIT members.

The concept of a Strategic Planning session for the Board was found favorable by all. Board Member Strode suggested that the planning and coordination of the session be handled by the new Main Street Manager, once they are on board.

The topic of a Strategic Planning Session was requested to be placed on the agenda for June's VIF meeting.

FOLLOW UP ON LAST WEEKEND’S EVENTS (CARVE WARS/UTE BIG BASH)

Planning Director Lindquist and Chair Kelley both voiced many concerns about the Carve Wars event, including lack of trash cans available, issues with vendors, organization problems and difficulties with less-than-agreeable production staff. Discussion was had on what could be done differently to remedy these problems in the future. While there were several issues that will need to be addressed with this event, the Board felt that the event provided an interesting and fun activity for the citizens of Rifle.

Planning Director Lindquist also gave an update on the attendance of the two concerts that were held at the Ute Theater, and felt that attendance might improve if the event took place at a different time. A possible date change to mid-April of 2019 was suggested.

The Board will revisit that suggestion at a later date.

Meeting adjourned at 1:14 p.m.

Misty Williams
Administrative Assistant

Kevin Kelley
Chair