
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

September 11, 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 August 14, 2018 Regular Meeting

- 12:05 p.m. Main Street Annual Visit – Sept. 27, 2018

- 12:10 p.m. Main Street Pick Axe Workshop – Oct. 18, 19 2018

- 12:30 p.m. VIF Budget Review

- 12:55 p.m. WAW update

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

Next Regular Meeting: October 9, 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, August 14, 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 Kevin Kelley, Angela Strode, Paul Rice, Helen Rogers, Michael Langhorne, Garrick Frontella, Kasey Nispel, Barb Clifton and Kristine Llacuna were present at roll call.

OTHERS PRESENT: Main Street Manager Kim Burner, Administrative Assistant Misty Williams, Planning Director Nathan Lindquist, Rifle City Manager Scott Hahn and Public Information Officer Kathy Pototsky.

APPROVE MINUTES FROM JULY 10, 2018 REGULAR MEETING

Motion was made by Board Member Strode to approve the minutes of July 10, 2018 as presented; seconded by Board Member Rice. Motion passed with a unanimous vote.

BOARD SEAT RENEWALS AND OFFICER ELECTIONS – NOMINATIONS / VOTE

After introductions of the board were made to the newly-appointed City Manager Scott Hahn, Kim Burner began the renewal and nomination process for the VIF Board of Directors. Vice-Chair Angela Strode's term was up for renewal, and was met without protest from the rest of the board for another two year term. No additional nominations were made for the remaining two board positions, resulting in them continuing to be filled by their current members; Kevin Kelley as Chair and Kristine Llacuna as Secretary. Motion for the suggested elections passed with a unanimous vote.

Q3 GRANT APPLICATIONS – DISCUSSION / VOTE

The application from the RAMBO group was revisited. Planning Director Lindquist explained where the funding for this project would be coming from; IMRA \$10,000, EDC \$3,000, RAMBO \$6,000 and VIF \$3,000.

Questions were raised regarding the level of environmental studies to be done, logistics of Parking, toilet facilities and connection to the City's trail system. Board member Nispel expressed some concerns about the vagueness of the plan, cost of the study and if it would work in the VIF budget.

Planning Director Lindquist responded to the questions and concerns, indicating that the type of environmental study planned on for the trail is sufficient to mark the trail, as well keep plants and wildlife safe.

Board Member Langhorne made a motion to approve the RAMBO grant request, using funds from the VIF Attractions Fund; seconded by Board Member Strode. Motion passed.

The next grant application was from DDA, for the cost of flowers for the downtown business district. The amount requested is \$1,250.

Board Member Strode made a motion to approve the grant request, using funds from the VIF Beautification Fund; seconded by Board Member Frontella. Motion passed.

The final grant request was a website proposal, carried over from the July G.R.I.T. meeting. The amount requested is \$3,500. This would cover the cost of merging the VisitRifle.com and RealWesternAdventure.com websites, resulting in one comprehensive website to be known as VisitRifle.com. \$3,000 would cover the cost of designing the new website, and \$500 would be allocated for the cost of designing a new G.R.I.T. logo.

Board Member Llacuna made a motion to approve the website/logo design grant request; seconded by Board Member Rice. Motion passed.

FIREWORKS DISCUSSION

Discussion was had on the scheduling of the fireworks display, if it were to be presented during the Hometown Holidays event. The Board Members determined that it would be a welcome addition to the other events happening during Hometown Holidays.

Board Member Nispel abstained from the voting.

Board Member Frontella made a motion to approve the fireworks display during Hometown Holidays; seconded by Board Member Strode. Motion passed.

WESTERN ADVENTURE WEEKEND UPDATE

Kim Burner provided an update on the Western Adventure Weekend event to be held September 22, 2018. She confirmed the bands that will be playing that weekend, as well as gave a brief update on the status of vendor applications for the event.

ADDITIONAL COMMENTS

Updates were also heard from Board Members Rogers, Llacuna and Langhorne, respectively, about the Farmer's Market attendance, Bookcliff Concert Series attendance and a reminder that the Farm to Table dinner will be September 29th.

No additional comments were heard.

Meeting adjourned at 12:55 p.m.

Misty Williams
Administrative Assistant

Kevin Kelley
Chair

- Tier requirements and prerequisites
- Transformation strategies and work plan
- Feedback and discussion

OPTIONAL activity (about 1-2 hours)

Help us get to know your community better! We can visit with businesses, tour the town, have a meet and greet or dive into developing your work plan.





ANNUAL CHECK-IN VISIT: 2018

Purpose: Give updates on the COMS program. Check in on local program progress and ensure it continues to build capacity by progressing through the tiers. Discuss work plans, transformation strategies and future consulting needs. Have an open and honest conversation about progress and the program.

RIFLE

SCHEDULE: THURSDAY, SEPTEMBER 27TH, 2-6PM

CO Main Street team meeting with Main Street Manager and local program staff

Plan for about 1.5 to 2 hours. Feel free to invite specific board members or city staff for applicable portions of the meeting.

- COMS Important dates:
 - Main Street Manager Summit: November 1-2, 2018 - Montrose
 - CPI Conference: February 4-7, 2019 - Denver
 - Main Street Spring Training: TBD
 - Main Street Now conference: March 25-27, 2019 - Seattle
 - DCI Conference: April 19-21, 2019 - Aspen
 - CML Conference: June 18-21, 2019 - Vail
 - Monthly Think Tanks: Last Wednesday of each month, 11 am-Noon
 - Quarterly Reports due: January, April, July and October 15
- Program:
 - MOUs: no change in MOU
 - NMSC accreditation criteria: email self-evaluation in December
 - The Point, Facebook
 - Portal: scholarships and mini-grants will soon require an on-line application. More information will be coming on login-in and completion instructions once Main Street is added to the system.
 - Quarterly reports: review and note progress
 - Work plan: celebrate achievements, discuss difficulties
 - Mini-grants and consulting projects: identify future needs
 - Training: identify future needs
 - Feedback

CO Main Street team meeting with board of directors, MS manager and program staff

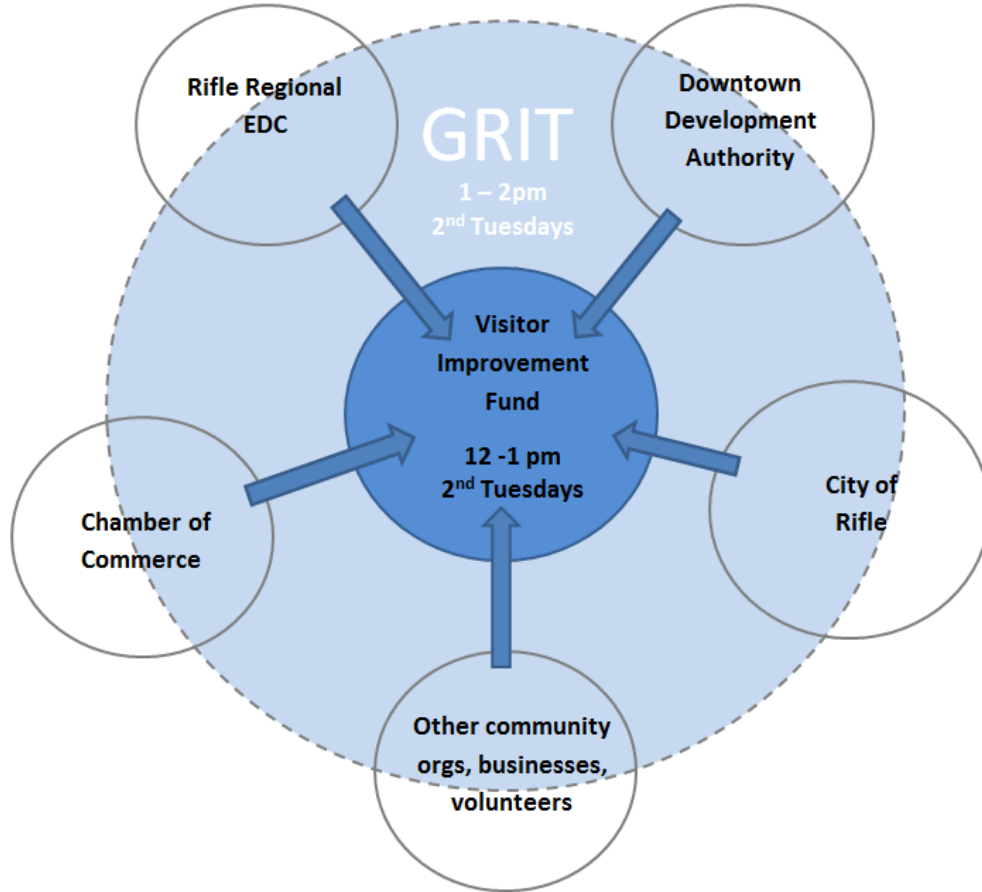
Plan for about 1.5 to 2 hours. Feel free to invite city staff, key stakeholders or committee members

- Recap of earlier meeting with Main Street Manager and local program staff
- Program:
 - New tools
 - Financials:
 - Mini-grants - expiration date December 2018
 - Scholarships - \$2,500 FY 18/19
 - New: Portal – on –line application process
 - Consultants – overview of services, process, needs



The **FOUR POINTS** of the GRIT economic development strategy are:

- **ECONOMIC VITALITY** – creating a strong business climate
- **DESIGN** – build capital improvements that attract residents, businesses, and visitors
- **PROMOTIONS** – attract visitors and engage the community through marketing and events
- **ORGANIZATION** – “the glue” that keeps GRIT’s work going



SUMMARY OF GRIT 4-POINT STRATEGY (SEPTEMBER 2018)

FOUR POINTS	“EVENTS & MARKETING”	“ECONOMIC VITALITY”	“DESIGN” (capital improvements and beautification)	“ORGANIZATION”
City of Rifle Funding Source (and major projects of that fund)	Visitor Improvement Fund (signature events, website, photos and video, social media) Tourism & Industry Fund (Ute Theater events)	A little of the Tourism & Industry Fund (RREDC, other econ dev projects) General Fund (Chamber funding, planning dept, etc)	Urban Renewal Authority (streets, sidewalks and buildings), Street Improvement Fund (streets, trails, and sidewalks), DDA (sidewalks and beautification), Tourism and Industry Fund (projects like entry signage); VIF (flower pots, trails, historic preservation, etc)	General Fund (salaries of City staff come from sales tax) Most of the Tourism and Industry Fund (Ute Theater salaries and operations)

204 Visitor Improvement Fund					
204-3000 Revenues					
		2017	2018	2018	2019
Account Number	Account Title	Prior Year Actual	Current Year Amended Budget	Current Year Projected	Request
204-3000-313-005	Lodging Tax Revenues	\$ 123,393	\$ 135,747	\$ 139,000	\$ 135,000
204-3000-331-010	Grant Revenues	\$ 2,500	\$ -		\$ 5,000
204-3000-347-001	Event Revenue	\$ -	\$ 20,000	\$ -	\$ 2,000
204-3000-361-001	Interest Earnings	\$ 689	\$ -		
204-3000-362-001	Unrealized Gains/Losses	\$ -	\$ -		
204-3000-365-004	Donations	\$ 4,000	\$ 10,000	\$ 7,000	\$ 15,000
204-3000-391-999	Transfer In	\$ 3,670	\$ -		
	Total Visitor Improve. Revenues	\$ 134,252	\$ 165,747	\$ 146,000	\$ 157,000

204 Visitor Improvement Fund					
204-4650 Operations					
		2017	2018	2018	2019
Account Number	Account Title	Prior Year Actual	Current Year Amended Budget	Current Year Projected	Request
204-4650-400-320	Professional Services	\$ 23,522	\$ 23,680	\$ 24,000	\$ 23,680
204-4650-400-321	Visitor Imp. & Attractions	\$ 10,056	\$ 5,000	\$ 3,000	\$ 5,000
204-4650-400-322	Historic Preservation	\$ 1,970	\$ 2,250	\$ -	\$ 2,250
204-4650-400-323	Special Events	\$ 116,146	\$ 117,696	\$ 93,676	\$ 96,000
204-4650-400-324	City Beautification Projects	\$ 1,250	\$ 1,750	\$ 1,250	\$ 1,750
204-4650-400-325	City Promotion	\$ 1,887	\$ 6,351	\$ 2,000	\$ 6,351
204-4650-400-326	Special Projects	\$ -	\$ -		\$ -
204-4650-400-340	Postal Services	\$ -	\$ -		\$ -
204-4650-400-430	Repair & Maint Services	\$ -	\$ -		\$ -
204-4650-400-501	Other Purchased Services	\$ -	\$ -		\$ -
204-4650-400-510	Dues/Memberships	\$ -	\$ -		\$ -
204-4650-400-520	Insurance	\$ -	\$ -		\$ -
204-4650-400-530	Communication-Telephone	\$ -	\$ -		\$ -
204-4650-400-540	Advertising	\$ -	\$ -		\$ -
204-4650-400-550	Printing/Binding	\$ -	\$ -		\$ -
204-4650-400-580	Training & Meetings	\$ 886	\$ 1,200	\$ 1,200	\$ 1,200
204-4650-400-610	General Supplies	\$ -	\$ -		\$ -
204-4650-400-617	Uniforms/Clothing	\$ -	\$ -		\$ -
204-4650-400-641	Minor Equipment	\$ -	\$ -		\$ -
204-4650-400-741	Equipment	\$ -	\$ -		\$ -
204-4650-400-803	Cost Allocation	\$ 3,012	\$ 3,012	\$ 3,012	\$ 3,012
204-4650-400-890	Transfer to Econ Dev	\$ -	\$ -		\$ -
204-4650-400-893	Transfer to General Fund	\$ -	\$ -		\$ -
204-4650-400-895	Transfer to Street Improv Fund	\$ -	\$ -		\$ -
204-4650-400-897	Transfer to Capital Fund	\$ -	\$ -		\$ -
204-4650-400-899	Transfer to Parks and Rec	\$ -	\$ -		\$ -
204-4650-400-900	Contingency	\$ -	\$ 30,000		\$ 20,000
204-4650-400-954	Operating Trans Out - DDA Fund	\$ -	\$ -		\$ -
204-4650-491-999	Transfer Out	\$ 40,600	\$ 20,600	\$ 33,600	\$ 39,600
	Total Visitor Improve. Expenditures	\$ 199,329	\$ 211,539	\$ 161,738	\$ 198,843
	Fund Balance	\$ 214,000.00		\$ 199,000.00	\$ 167,000.00