

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, September 11, 2018
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:04 p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Kevin Kelley, Paul Rice, Helen Rogers, Michael Langhorne, Garrick Frontella and Kristine Llacuna were present at roll call.

OTHERS PRESENT: Main Street Manager Kim Burner and Planning Director Nathan Lindquist.

APPROVE MINUTES FROM AUGUST 14, 2018 REGULAR MEETING

Motion was made by Board Member Rogers to approve the minutes of August 14, 2018 as presented; seconded by Board Member Llacuna. Motion passed with a unanimous vote.

MAIN STREET ANNUAL VISIT – SEPTEMBER 27, 2018

Main Street Manager Kim Burner explained the annual visit. It is a 2-part workshop, each being 2 hours long. The first part is for staff, and mainly goes over important dates and items going on at the State and National level. The second part for community members (such as the VIF Board), and will focus more on giving updates to the program. The community portion would start approximately 3 pm on September 27th. Kim will send out a meeting invitation for the event to the VIF Board.

MAIN STREET PICK AXE WORKSHOP – OCT. 18, 19 2018

Main Street Manager Kim Burner briefed the board on the upcoming Main Street Pick Axe Workshop. It is a two day event, with each day being a half day. The Pick Axe program is designed to help entities within the Main Street program to develop a marketing message that is able to be presented to various audiences including business owners, volunteers, government groups, etc. Align Multimedia will be partnering with the Pick Axe group to help refine our marketing program that is already in place. She will be sending out invites to those that will be involved in this workshop, including DDA, EDC, GRIT and VIF.

VIF BUDGET REVIEW

Main Street Manager Kim Burner and Planning Director Nathan Lindquist presented a brief review of the VIF Budget to the board, explaining how funds are distributed throughout the 4-pillar concept of the Main Street program. Planning Director Lindquist presented the budget particulars to the board, so that the members could see where the funding is going in regards to specific projects and other expenses. Discussion was had on how to improve spending, and what can be done to grow new signature events that will in turn bring in more revenue.

Motion was made by Micheal Langhorn to approve the VIF Budget 2018 Current Year Projected figure of \$199,000, with the understanding that discussion will continue on how the budget numbers may change, depending on what projects are planned, etc. Motion was seconded by Kristine Llacuna. Call for vote made by Kevin Kelly; passed unanimously with no dissenting votes.

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

No additional comments were heard.

Meeting adjourned at 1:13 p.m.



Misty Williams
Administrative Assistant



Kevin Kelley
Chair