

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, October 9, 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, Angela Strode, Michael Langhorne, Garrick Frontella and Kasey Nispel. Kristine Llacuna arrived at 12:13 p.m.

Board Members Helen Rogers, Paul Rice and Barb Clifton were absent from today's meeting.

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

RECAP MAIN STREET ANNUAL VISIT – SEPTEMBER 27, 2018

Kim Burner filled the Board in on the Main Street Annual Visit that occurred September 27, 2018. She explained that Main Street funding only covers the core downtown area. Any projects outside of that area have to be funded elsewhere. Kasey Nispel added that the businesses located outside of that core downtown area often feel like they have been left out, since they do not receive the same funding and recognition. Discussion was had between the VIF Board members on a beautification project for the North Rifle Entrance.

MAIN STREET PICK AXE WORKSHOP – OCTOBER 18, 2018

Kim Burner briefed the board on the general idea behind the Pick Axe Workshop, including marketing/messaging for visitors, working with consultants, marketers & branding. She will provide further updates, after the workshop is completed.

GRIT LOGO REVIEW

Kim Burner presented the board with four choices for the new GRIT logo. Discussion was had between the members, regarding the pros and cons of each design. It was suggested that a tag line would be beneficial to add to the logo, to explain what GRIT is. Further discussion will continue at the next meeting.

WESTERN ADVENTURE WEEKEND WRAP-UP

Kim Burner presented the final summary of the 2018 Western Adventure Weekend event. An estimated 300 people attended each day of the event. WAW came in slightly over budget this year. Questions were presented on how WAW could improve, and have better attendance. Things such as "What types of events sell well in Rifle?", "What is the goal for Western Adventure Weekend?", "Did lodging see an increase in bookings or not?" and "Should the date be changed, perhaps to July 4th?" This discussion will continue, as answers are found and other ideas are presented.

ADDITIONAL COMMENTS

The final question of the day was to poll everyone on their desire for a facilitator for the Strategic Planning meeting. It was unanimous that a facilitator would be helpful and appreciated. No additional comments were heard.

Meeting adjourned at 12:49 p.m.


Misty Williams
Administrative Assistant


Kevin Kelley
Chair