

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday April 9, 2019
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, Paul Rice, Barb Clifton, Helen Rogers, and Garrick Frontella.

Board Members Angela Strode, Kristine Llacuna, and Tamara Deglar were absent from today's meeting.

OTHERS PRESENT

Main Street Manager Kim Burner, Administrative Assistant Quiirat Portuguez, George Cutting, Robin Stuffer, Public Information Officer Kathy Pototsky, Planning Director Nathan Lindquist,

APPROVE MINUTES FROM FEBRUARY 15, 2019 REGULAR MEETING

Motion made by Helen Rogers to approve minutes, motion seconded by Garrick, motion carries.

REVIEW OF UPCOMING TERM EXPIRATIONS

Paul Rice will be stepping down from the VIF board. The board discusses the open seats on the VIF board. There are two seats currently open. Kevin Kelley asks what the term limits are. Terms are three years long. The ordinance describes the board requires residency of Rifle or representative of Rifle business. Business representatives must be nominated by business. This gives owners and managers of businesses in Rifle a voice on the GRIT board. Kim Burner verifies the wording of the ordinance. There was discussions about whether Kevin Kelly, Garrick Frontella and Kristine Llacuna's seats were up for renewal. Kim Burner will research past meeting minutes to verify last renewal and appointment dates. Application deadline is April 15, 2019. Interviews will take place in May, and in June there will be officer elections.

REVIEW OF PRIORITIES SET DURING STRATEGIC PLANNING

Action items that were agreed upon in the strategic planning meetings are introduced. Board member Rodgers asks if promotions and marketing are being combined. Kim Burner clarifies that events and marketing are combined in the four pillars of the Main Street Program.

KEY POINTS OF THE MEETING

- Creating tools and training for frontline employees of businesses with out of town visitors as guests.
- Continuing to fund the events through the granting process
- Changing the grant to twice a year instead of four.
- Revamping the application and evaluation process.
- Brochures and tear off maps.
- GRIT branding

Board member Burner offers banner options to the board. There are two types of banners; mesh and standard. There are two standard banner prices at \$170.00 or \$ 90.00, 3x5. Mesh banners are \$175.00. Benefits to mesh banners are; less potential wind damage. Three banners are needed this summer for events.

Brochures:

The board is presented a rough draft of the brochures available in Rifle business. The board mentions some picture placements that are doubled.

The board analyzes the rough preliminary layout of the brochures. Board member brings up the fact that the golf course would be a nice feature. Other ideas include the river and a better photo of the reservoir.

Maps:

Tear off maps: Rough plans on strategic planning were sent out. Kim Burner wants to review with board what the key features should be. Board member Kelley suggests we have a QR code on map.

Other Strategic Planning topics

- Way finding signs are within the G.R.I.T. budget. This will include public parking as well.
- The Rifle co-work space impacts economic
- Recreation on the river is in its initial phase. Scott Hann is working with Middle Colorado Watershed Council for displays and trying to get a time line. M.C.W.C. is doing a public survey on how the river is being used now that includes planning from Glenwood to DeBeque for future recreation on the river. Nathan Lindquist brings up the fact that they have no authority on the river and they will need to team up with the cities and army core of engineers to implement any plans.
- Consistency in branding throughout the city.

NEW BUSINESS

- Flowers for Main Street have been ordered. The offices have moved to Rifle.
- The hospital construction will include road improvements.
- Kim Burner verifies that a new Fair Board coordinator and have moved offices to Rifle. Cassidy is a young and experienced county employee.
- Western Adventure newsletter with citywide information. Sign up is available on visitrifle.com on the bottom of the home page.
- The co-work facility will open in early May. They will offer business assistance.

1:10 p.m.: Motion made by board member Kelly to adjourn, seconded by Helen Rodgers. Motion carries

Quiariat Portuguez
Administrative Assistant

Kevin Kelley
Chair