

**VISITOR IMPROVEMENT FUND
ADVISORY BOARD MEETING**

Tuesday July 09, 2019

REGULAR MEETING

Noon City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:01 p.m. by Garrick Frontella. Motion made by Gilbert Frontella to approve the minutes from June, motion seconded by Kristine Llacuna, motion passes.

Board Present at roll call: Kristine Llacuna, Michael Langhorne, Garrick Frontella, Nathan Lindquist, Tanya Doose (acting Chamber representative), and Even Sartin.

Others in Attendance: Kim Burner, Kathy Pototsky, Nathan Lindquist

R.A.M.B.O. Grant Application Approval

- ⇒ \$5,000 Grant is for Environmental Studies required by BLM for Rifle Arch Trail project
 - \$5,000 already secured from Commissioners
- ⇒ 5.8 miles of trail proposed for phase 1 of the project
- ⇒ Up to 40 space parking lot expansion

Michael Langhorne moves to approve grant request from R.A.M.B.O. of \$5,000.00 for initial phase of the environmental studies of the Arch Trail grant proposal. The motion is seconded by Kristine Llacuna, and the motion passes with a unanimous agreement from the board.

W.A.W. UPDATE

- ⇒ RAMBO is putting on the bike race.
- ⇒ The Avid 4 Adventures and bubble tower is secured.
- ⇒ Police dog search contest is set.

Budget for 2020

- ⇒ RAMBO will probably be asking for up to \$30,000 for Phase 1 of the Rifle Arch Trails Project
 - Funds are in reserve and nothing would be cut.
 - Would be contingent on completion/approval of Environmental Study

Social Media

- ⇒ The newsletter will no longer be produced – Average open rate of less than 10%
- ⇒ YouTube channel up and running this year.
- ⇒ Instagram is also up and running. Hashtag #realwesternadventure.
- ⇒ Tear off maps of Rifle are a huge success and more will be printed.

Board member Garrick Frontella calls for meeting to be adjourned at 12:56 p.m.

Quiriat Portuguez- Administrative Assistant

Garrick Frontella - Chair