

# **VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING**

Wednesday, August 12, 2009  
REGULAR MEETING  
Noon \* Council Chambers

The regular meeting of the Board was called to order at 12:00 p.m. by Vice Chair Helen Rogers.

**PRESENT ON ROLL CALL:** Board Members Gil Frontella, Michael Langhorne, Trent Pierson, Helen Rogers, John Savage, Matt Sturgeon.

Mr. Savage moved to excuse Mr. Becker from today's meeting; seconded by Mr. Frontella. The motion passed unanimously.

**OTHERS PRESENT:** Erin Sims, Deputy City Clerk; Charles Kelty, Finance Director; John Hier, City Manager; Mike Braaten, Government Affairs; Annick Pruitt, Rifle Area Chamber of Commerce; Andrea Maddelone, Rifle Area Chamber of Commerce.

## **ITEMS ON THE AGENDA**

### ***APPROVAL OF JUNE 10, 2009 AND JULY 8, 2009 MINUTES***

This item was tabled.

### ***BUDGET UPDATE***

Mr. Kelty will give a budget update at the September 9 meeting.

### ***TOURISM AND WEBSITE UPDATE***

Ms. Maddelone of the Rifle Area Chamber of Commerce updated the board on the usefulness of the Chamber of Commerce website, and gave a breakdown of expenditures this year to date.

### ***MAIN STREET PROGRAM***

No action was taken on this item.

### ***RIFLE GATEWAY UPDATE***

No action was taken on this item.

### ***RIFLE BOAT RAMP UPDATE***

Ms. Rogers presented responses from the Department of Wildlife and CDOT. No action was taken on this item.

### ***DOWNTOWN MURALS***

Ms. Rogers updated the board with cost estimates for the project. Mr. Langhorne made a motion to fund the project \$7,500.00, seconded by Mr. Sturgeon.

### ***HUNTING SEASON : CONTESTS AND SPECIAL DRAWINGS***

Mr. Sturgeon shared his idea that there should be some incentive for out of area hunters to come into town. The board will brainstorm on some special contests or other ideas to draw the tourists in and support local businesses. No action was taken on this item.

### ***COMMUNITY FOCUS & LEVERAGING FUNDS***

Mr. Sturgeon opened discussion on joining or coordinating efforts with other various committees to pool resources and ideas with community focus. Discussion on this will continue.

### ***OTHER DISCUSSION ITEMS***

Ms. Rogers has two invoices related to the Farmers Market that she presented for possible payment. Board members referred the invoices to the appropriate department.

Mr. Sturgeon spoke to the board about scheduling an extra meeting to "Budget Plan" before the meeting with City Council in September. They decided to meet at Base Camp Café on August 26<sup>th</sup> at noon.

The meeting adjourned at 2:14 p.m.

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Erin Sims, Deputy City Clerk

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Helen Rogers, Vice Chair