

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, December 9, 2009
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:05 p.m. by Chairman Scott Becker.

PRESENT ON ROLL CALL: Board Members: Helen Rogers, Trent Pierson, John Savage, Jim Voorheis, Matt Sturgeon, Gil Frontella, Michael Langhorne, and Chair Scott Becker.

OTHERS PRESENT: Erin Sims, Deputy City Clerk; Wanda Nelson, City Clerk.

ITEMS ON THE AGENDA

APPROVAL OF NOVEMBER 12, 2009 MEETING MINUTES

Mr. Langhorne made a motion to approve the minutes as presented, seconded by Mr. Frontella.

RIFLE BOAT RAMP UPDATE

Ms. Rogers opened the discussion with an update on the boat ramp site. Mr. Langhorne commented that he has two contour drawings that he can use to make a site plan. The board discussed the existing conditions, and options for using existing features in the new site plan. No action was taken on this item.

VIF VIABILITY DISCUSSION

Mr. Becker led an open discussion on focusing more time and money into marketing Rifle to draw more people into the hotels, therefore creating financial stability for the Visitor Improvement Board. Mr. Savage talked about the need to create more events in Rifle to bring people in overnight. No action was taken on this item.

THEATRE "NUTS" UPDATE

Mr. Frontella gave an overview on his recent meeting with the Historical Society. There is a strong possibility of funding through that foundation. The group is working on a plan and some numbers to present to the Historical Society for funding improvements to the theatre on a 25/75 spread. Interior design, seating, the balcony, digital presentation options, and restoring the façade to its 1947 look are all options

that the group would like to see happen. The group already has \$20,000 from membership dues. No action was taken on this item.

OTHER DISCUSSION ITEMS

Ms. Rogers presented the board with pictures of the first mural, which will be placed on the Moose Lodge. The mural should be complete by Christmas.

Mr. Langhorne updated the Board on the Place Branding Committee's efforts. They are currently working on finishing the marketing plan and the website.

The meeting adjourned at 1:15 p.m.

Erin Sims, Deputy City Clerk

Scott Becker, Chairperson