

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, October 13, 2010
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:01 p.m. by Chair Scott Becker.

PRESENT ON ROLL CALL: Board Members Scott Becker, Gil Frontella, Trent Pierson, Helen Rogers, Michael Langhorne, and Ryan Mackley.

Mr. Langhorne made a motion to excuse Mr. Savage and Mr. Voorheis from today's meeting; seconded by Mrs. Rogers. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Mike Braaten, Government Affairs Coordinator; and Sally Brands, DDA President.

ITEMS ON THE AGENDA

APPROVAL OF SEPTEMBER 8, 2010 MEETING MINUTES

Mr. Langhorne made a motion to approve the minutes as amended; seconded by Mr. Frontella. The motion passed unanimously.

BUDGET DISCUSSION

Sally Brands, the Downtown Development Authority (DDA) President, presented a plan for collaboration with the DDA on Special Events in the Downtown area.

Increasingly in the last 5 years, the DDA has been asked by various organizations in town to help with coordination and oversight of activities in the downtown area.

VIF promotes the City with the development and marketing of visitor improvements and attractions, special events, and beautification projects. VIF has

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partnered with DDA and allocated funds to help with the increasing number of special events to attract visitors, as well as helping with funding for improving the appearance of downtown. Without VIF funds it would have been impossible to have the Rifle Museum Wall mural restored, add the new murals to town and replace the benches and trash receptacles downtown. The partnership between VIF and DDA has enhanced the visitor experience in the downtown area tremendously. One of the best examples was the funding by VIF of West Fest, and the additional funds and work expended by DDA to stage the downtown venue for West Fest. This was arguably one of the best events of the weekend.

Along with the increased funding for downtown improvements and activities, comes increased work for the DDA Manager/Project Director. The additional coordination and on-site supervision of these additional activities has increasingly required time beyond the two days per week contracted with the DDA. The DDA recently authorized an additional ½ day employment for their Manager/Project Director to cover these responsibilities. The DDA would like to expand the Manager/Project Director hours to three days a week and share the additional time and wages for the Manager/Project Director with the VIF Advisory Board.

Mr. Langhorne made the motion to move \$5,000.00 from the Contingency Fund to Professional Services on the 2011 budget for the collaboration between DDA and VIF for the coordination of special events and completion of VIF projects and pending approval from the City the position will begin November 1st; seconded by Mr. Frontella. The motion passed unanimously.

Mrs. Rogers abstained from voting.

RIFLE BOAT RAMP UPDATE

Mrs. Rogers stated they will be presenting the Boat Ramp project to the City Council at the Council Workshop on October 20 at 6:40 p.m. to get City Council's approval of the project.

Scott Becker left at 1:22p.m.

OTHER DISCUSSION ITEMS

The Board discussed the need to either repair or replace the banners poles. They would like someone from City staff to attend the next meeting to discuss the alternatives and the costs associated with either replacing or repairing the banner poles.

The meeting adjourned at 1:57 p.m.

Kristy Christensen, Deputy City Clerk

Scott Becker, Chair