

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, August 10, 2011
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 11:59 a.m. by Chair Scott Becker.

PRESENT ON ROLL CALL: Board Members Scott Becker, Will Cross, Ryan Mackley, and Jim Voorheis.

Mr. Becker made a motion to excuse Mr. Pierson from today's meeting; seconded by Mr. Cross; the motion passed unanimously.

OTHERS PRESENT: John Hier, City Manager; Kristy Christensen, Deputy City Clerk; Charles Kelty, Finance Director; Blair Bracken, Rifle Recreation Events Coordinator; Helen Rogers, DDA Project Manager; Frank Ladd, Rifle Area Chamber of Commerce; Andrea Maddalone, Rifle Area Chamber; Alison Palmer, Watch Rifle TV; Michael Langhorne; and Gil Frontella

ITEMS ON THE AGENDA

APPROVAL OF JULY 13, 2011 MEETING MINUTES

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

RIFLE AREA CHAMBER REQUEST FOR FUNDING OF \$1,386.32 FOR HIKING & BIKING MAGAZINE

Frank Ladd and Andrea Maddalone with the Rifle Area Chamber of Commerce presented a budget consideration for the 2012 VIF budget. The VIF included \$35,000 in their 2011 budget for advertising and website maintenance to support tourism promotion for the City of Rifle. The Rifle Area Chamber would like to expand on their existing tourism and promotions program for the City of Rifle in 2012 and they are requesting \$75,000. Approximately \$40,000 of this is for advertising costs and website fees while \$30,000 is for staffing. The Chamber feels this amount is required to adequately attract visitors to our area.

Andrea Maddalone stated the Chamber is completely out of the "Top 10 Hiking and Biking Trails" brochures. The Chamber originally printed 5,000 brochures. These brochures are very popular. They would like to print an additional 10,000 copies and are requesting \$1,386.32 from the Board to cover the cost of printing the additional copies.

Mr. Mackley made a motion to approve the expenditure of \$1,386.32 for the printing of additional brochures; seconded by Mr. Cross. The motion passed unanimously.

PRESENTATION WATCH RIFLE TV

Alison Palmer gave a presentation about Watch Rifle TV. Watch Rifle TV is launching channel 22 on Comcast. Channel 22 is a cooperative TV station for the Rifle, Silt, and New Castle areas. The channel would include such things as local activities, restaurants, shopping, and lodging. They would like to go live by late September or early October.

RECREATION DEPARTMENT REQUEST FOR FUNDING FOR THE FALL FESTIVAL

Special Events Coordinator Blair Bracken is planning a Fall Festival for October 15th in Centennial Park. She is requesting funding from the VIF for the Fall Festival. Blair presented to the Board a proposal with some tentative events and their associated costs. She is projecting the Festival will cost approximately \$5,000 and needs sponsors to help cover those expenses.

Mr. Mackley made a motion to approve funding half of the festival by matching a dollar for every dollar received from sponsors up to \$2,500.00; seconded by Mr. Cross. The motion passed unanimously.

REVIEW BUDGET

Finance Director Charles Kelty gave a year-to-date review on the Board's budget for 2011. The sales tax report included data for prior year comparison. Mr. Kelty reported the sales tax revenues year-to-date are 4% higher from the previous year-to-date amount. The Lodging Tax revenues are \$55,269 which is a 5% decrease in revenue from 2010. The year-to-date revenues for the Visitor Improvement Fund are \$56,474.00 while the year-to-date expenditures are \$51,944.00.

RFP FOR BOAT RAMP ENGINEERING

The Board received proposals from Colorado River Engineering, Red Mountain Civil, Inc., and Schmueser Gordon Meyer. The proposals ranged from \$7,500 to \$18,040. Colorado River Engineering had the lowest bid with \$7,500.

Mr. Mackley made a motion to award the Boat Ramp Engineering to Colorado River Engineering not to exceed \$7,500.00; seconded by Mr. Voorheis. The motion passed unanimously.

DISCUSS BANNER POLES

Based on the estimates received from Todd's Welding the budget will allow the fabrication of 4 sets of banner poles. A purchase order will need to be completed for the banner poles, so fabrication can begin.

DISCUSS THE VACANT BOARD POSITIONS

The Rifle Municipal Code states that only one member of the VIF can live outside the City limits. The Board currently has one member already living outside the City limits. The City Council did not appoint new members to the Board at the Council meeting on July 20th because two of the three potential Board members who submitted letters of interest also lived outside of the City limits. The Board would like to discuss this at the workshop tonight with the City Council.

Scott Becker announced is resigning as Board Chair. He is leaving the area. Based on this information, we will need to continue to recruit for one more Board member.

PREPARE FOR MEETING WITH CITY COUNCIL

The Board discussed the items on the agenda for the workshop with Council tonight at 6:30 p.m.

OTHER DISCUSSION ITEMS

Mr. Frontella gave an update on the New Ute Theatre and presented a possible financing plan. Mr. Frontella said it will cost approximately \$750,000 more than the amount budgeted this year to complete the renovation of the Theatre. Mr. Frontella presented a financing plan for the New Ute Theatre which consists of the City paying for the renovation from their Capital Fund and the various Boards repaying the City over several years. Mr. Frontella said the Parks and Recreation Advisory Board has committed \$25,000 a year for the next 13 to 14 years to the New Ute Theatre. The Downtown Development Authority (DDA) had committed \$10,000 a year for the next 13 to 14 years. Mr. Frontella is asking the Board to commit \$17,000 a year for the next 13 to 14 years to the New Ute Theatre renovation.

Mr. Voorheis made a motion to approve the contribution of \$17,000 annually for the next 13 to 14 years to the New Ute Theatre Society; seconded by Mr. Mackley. The motion passed unanimously.

OTHER DISCUSSION ITEMS

Ms. Rogers ordered three display racks for the Cultural Heritage Brochure. The racks were \$60 each for a total expenditure of \$180.

Mr. Voorheis made a motion to approve the expenditure of \$180; seconded by Mr. Cross. The motion passed unanimously.

The meeting adjourned at 1:59 p.m.

Kristy Christensen
Deputy City Clerk

Scott Becker
Chair