

# DDA

Downtown Development Authority  
Rifle, Colorado

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MINUTES  
March 7, 2012  
Rifle City Hall

## **1. CALL TO ORDER:**

Chairperson, Sally Brands, called the meeting to order at 7:00 a.m.  
Members Present: Nella Barker, Randy Winkler, Tom Stuver, Wilma Paddock, Diane Razez, and Michael Langhorne.  
Members Absent: Gil Frontella, Jay Rickstrew  
DDA Manager Present: Helen Rogers  
Guests Present: Jim Charlier and Associates for the Downtown Project, Nathan Lindquist; City Planner, Keith Lambert; City Council Member, Frank Ladd; Rifle Chamber of Commerce, and Ed Arnold.

## **2. APPROVAL OF MINUTES:**

A motion was made by Langhorne, seconded by Barker, to approve the minutes of February 1st, approving unanimously.

## **3. BILLS TO BE APPROVED:**

1) Gil Frontella, Maintenance, \$124, \$155 2) ABC Tree and Lawn Care, \$175. A motion to approve the bills was made by Winkler, seconded by Paddock, passing unanimously.

## **4. FINANCIAL REPORT:**

Rogers presented the financial review. A motion was made by Stuver, seconded by Langhorne to accept the yearend balance from 2011, approving unanimously. Rogers will speak with the Financial Dept. regarding the year-end balance as compared to the 2012 budget.

## **5. MANAGER'S REPORT:**

### DDA Administration, Maintenance – 50 hrs.

- Attended Saving Places Conference in Denver, Feb. 1-3.
- Meetings for Tour de Rifle to Celebrate Downtown Rifle, April 20th
- Attended State of the Community Luncheon, Feb. 8th
- Coordinate Light Pole Replacement for E. 3rd and East Ave.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 14.5 hrs.

- Coors Foundation Interview and Tour of the Ute, Requesting \$25,000
- Symphony Swing Concert, Friday, Feb. 24th at Grand River Hospital Conference Area.
- Engineering Meeting w/ structural, electrical and mechanical engineers, Design at 30%.
- Interior Design RFP currently out in the papers.

Visitor Improvement Fund – 15.5 hrs.

- Proposed Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering. Work continues to create a Lease Agreement with CDOT, as well as coordination with Steve Dahmer to obtain the Corps of Engineers permit.
- Attended Northwest Colorado Cultural Heritage meeting, finalized brochure for Rifle, Rack Card Development next phase with historic photo overlays with new photos, along with ‘Did you know?’ narratives, on a 4 sided brochure.

**6. CHAMBER UPDATE:**

The Annual Chamber Dinner will be held on Sat., March 10<sup>th</sup> at Grand River Hospital. The Visitor’s Guide is being published and will be distributed. The Chamber is participating in some legislative issues at the state level as well as participation in an Enterprise Zone designation for the area.

**7. NEW BUSINESS:**

A. RREDC Update

Langhorne stated they recently received \$50,000 in matching funds from Garfield County. This will be used to match private investment, with some of the money already raised. The County would also like to create a committee to develop economic strategies for the Garfield County Fair Grounds. The Brenden Theatre continues to have an economic impact on Rifle, especially with the restaurants and the RREDC continues to evaluate the impact. Cold calling the restaurant industry has been unsuccessful for the available adjacent pad sites in the Rifle Plaza Area. A program called D-9 has been created to where unemployed people are matched with an entrepreneurial business to create new job opportunities in the area.

B. Downtown Rifle Project

Jim Charlier, from Charlier Associates, along with other Team Members from EPS presented initial findings from Market Studies regarding Garfield County and Rifle with regard to Employment by Industry, Sales Tax for Household Retail Goods in Rifle, Rifle Residential Sales Volumes, Average Sale of Homes and Sale Price per Sq. Ft. There will be a 5 year analysis for retail leakage as well as further studies.

A ‘Design Charette’ on Downtown Planning and Site Development will occur the week of April 16<sup>th</sup>-20<sup>th</sup>. The public is encouraged to attend and participate in the process.

Nathan Lindquist, along with Helen and Blair, and the Sonoran Institute are organizing a celebration to raise interest in the project. It will be called ‘Rifle Tour de Downtown’ to be held on Friday, April 20<sup>th</sup> from 4-8pm. It will take place in multiple

locations throughout the downtown, ending with a large reception. The theme of the event will be along the lines of “Celebrating ten years of success, and beginning to write the next chapter”. We will invite everyone who has contributed to the downtown’s success, including NUTS, the GarCo library, Brenden Theaters, the DDA, the RREDC, property owners, business owners, and downtown residents.

Also beginning in April is a Community Design Academy organized by the Sonoran Institute. A group of 12-15 people will attend approximately 4 sessions on topics such as downtown place making, economic development, transit, and energy. Through the Community Design Academy, there is hope to expand the group of people who are involved in downtown activities. The Community Design Academy will also focus on identifying and implementing small-scale downtown projects that can make an immediate impact. The application date for the Academy is Thursday, March 22<sup>nd</sup>.

**8. PROJECTS /EVENTS**

A. Celebrate Rifle, April 20th

See above

B. Project Clean Sweep, Sat., April 21st

Rogers spoke with Parks Director, Tom Whitmore, and confirmed the date. It will begin in Centennial Park at 9am and end at noon with lunch.

C. Downtown Flower Planters

Rogers presented a quote from Neimann’s Gardens for a total of \$2,784.55 for the 24 flower planters needed, plus one pot that was broken. Discussion ensued regarding the need for multiple bids. A motion was made by Langhorne, seconded by Paddock that we obtain more bids. The motion passed, with Winkler opposed, stating this was a proven vendor and the need to stay local was important. Rogers will confer with Brands and Stuver when other bids are obtained in order for the flowers to be ready in time.

**9. MAINTENANCE**

A. Light Pole, SE Corner of East Ave. and E. 3<sup>rd</sup> St.

The Light Pole for \$2,015.00 from Windy Point Electric has been ordered and should be installed this month.

**10. ADJOURN:** The meeting adjourned at 8:20am

Respectfully submitted,

Helen Rogers,  
DDA Manager