

# DDA

Downtown Development Authority

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## MINUTES

September 7, 2011

Rifle City Hall

**1. CALL TO ORDER:** Chairperson Sally Brands called the meeting to order at 7:00 a.m.

Members Present: Gil Frontella, Jay Rickstrew, Nella Barker, Randy Winkler, Tom Stuver, and Jay Rickstrew

Members Absent: Diane Razee and Michael Langhorne.

DDA Manager Present: Helen Rogers

Guests Present: City Manager; John Hier, and RACC President/CEO Frank Ladd.

**2. APPROVAL OF MINUTES:** A motion was made by Randy, seconded by Barker, to approve the minutes, of August 3rd, approving unanimously.

**3. FINANCIAL REPORT:** A Financial Review, using an Excel Spreadsheet from the Budget was presented. A motion was made by Frontella, seconded by Rickstrew to accept the Financial Review, approving unanimously.

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

### **DDA Maintenance – 2.5 hrs Coordination**

Flower Pots – Plants were being fertilized and watered every day this month.

Curb Extensions – The Museum Lot was weeded, added mulch and fluffed up. Watering occurs 2x per week on 3rd St., one time per week on 4th depending upon rain.

Power Washing – occurred on Wed. August 24th and Thursday, August 25th.

Weed Killer applied throughout DDA District by Sandor Drucker.

**DDA/VIF Farmer's Market/Rifle Boat Ramp/Tourism –28.5 hrs** The Market continues on Friday nights from 4-7pm through Sept. A new Tourism group was formed through the Chamber and various people attend throughout the community. An engineering firm was chosen (Colorado Rifle Engineering – Chris Manera) for the Rifle Boat Ramp relocation.

**New Ute Theatre Restoration –6.5 hrs** Design Development continues for the interior of the theater with DL Adams and Associates out of Denver. New grants such as the Coors Foundation are being pursued. Attended CLEER Energy Efficiency Lighting Workshop in Glenwood Springs. Met with new Excel Lighting Rep and toured Theater.

**Administration Hours** – 26 hrs - Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, Petty Cash, Manager's Report.

**5. BILLS TO BE APPROVED:** 1) Mr. Power S; \$1970.00 2) VIP Trash; \$280 3) Gil Frontella; \$139 for Downtown Maintenance, 4) Micro Plastics \$138.00 for Farmer's Market yard signs. A motion to approve the bills was made by Stuver, seconded by Rickstrew, passing unanimously.

**6. CHAMBER UPDATE:** Chamber Director, Frank Ladd, was present to present the report. Women in Business will meet at the Rifle Library, Tuesday, Sept. 20th, at noon. Lunch will be provided. Business-After-Hours will be held at the new Radio Station, Drive 105, up off Taugenbaugh in front of Bruce Mill's Building on Sept. 29<sup>th</sup>. The Annual Chamber Chili Cook-Off is scheduled for Thursday, Oct. 13<sup>th</sup> at the Fair Grounds.

## **7. NEW BUSINESS**

### **A. Community Challenge Planning Grant for Downtown Rifle**

Rogers presented the RFP from the Planning Dept. for the TigerII/Community Challenge Planning Grant, funded through HUD, and DOT. DOLA was awarded this grant on behalf of Rifle as part of the Colorado Sustainable Main Streets Program. The \$800,000 grant will be divided up into 3 projects; #1 Transit Oriented Development (TOD), Strategic Plan Development, #2 Market Analysis and Redevelopment Coordination (MARC). #3 Communications and Outreach Coordination (COC). Selection of the firms will be done by the end of Sept. by the committee (DDA, RREDC) and planning staff.

### **B. Budget for 2012**

A Budget Committee was formed, comprised of Nella Barker, Gil Frontella and Jay Rickstrew, along with DDA Manager, Helen Rogers, to meet and discuss the 2012 Budget. The first workshop with City Staff is Monday, Sept. 19<sup>th</sup>. The DDA will vote to approve before submitting to City Council.

### **C. Fall Festival, Centennial Park**

A Fall Festival is planned for Saturday, Oct. 15<sup>th</sup> at Centennial Park. Blair Bracken continues to work on the special event. There may be a street dance in front of the Ute Theater that night as well.

### **D. DCI Conference, Durango**

After some discussion as to whether it is worth spending the money for this conference and Governor's Award recognition for Best Downtown Park (Centennial Park) and Best Smart Growth (Civic Plaza, Library and Parking Garage) a motion was made by Stuver, seconded by Frontella to approve expenditure of \$997 for Lodging and Conference as well as \$150 for the Governor's Award Dinner, passing unanimously. Remaining balance in the budget for travel and meetings is \$1057.

E. Other matters brought before the Board

Board Positions – Jay Rickstrew indicated he will write a letter to submit to Council for reappointment to the DDA Board. Randy Winkler needs to do so as well as the Council Representative. Stuver stated the DDA should advertise for positions needed for the board. Also mentioned was to advertise on Channel 10. Rogers will place an advertisement in the Citizen Telegram as well, running for two weeks.

Holly Days – Rogers spoke with Bonnie Strong and will begin meeting with her and others to make the event as successful as it was last year by bringing the parade downtown. It was mentioned to hold the raffle in front of the Ute Theater. Other locations mentioned were the parking garage.

Alpine Bank Donation – Jay Rickstrew indicated Alpine Bank will donate \$2,500 towards the maintenance of the downtown flower pots.

## 7. PROJECTS

A. Ute Theatre

The NUTS group continues to meet to discuss design and programming.  
See above.

B. Banner Poles

City Manager, John Hier, stated he would obtain a P.O. and instruct Frank from the O&M Dept. to start producing the Poles from Todd's Welding.

C. Way Finding Signage

Rogers and Winkler will continue to discuss with Matt Sturgeon regarding the 'median' and 'flag' way finding signage design concepts. They will continue to refine the designs and obtain budgetary estimates.

D. Farmer's Market

The Market continues through the end of September, on Friday nights, from 4-7pm.

## 8. MAINTENANCE

Maintenance and Clean-up will for the curb extensions, watering 3<sup>rd</sup> St. 2 x per week and the Flower Pots, every other day as needed.

Cleaning of the Elk will occur this month by Mr. Power S.

## 9. ADJOURN: The meeting adjourned at 8:00am.

Respectfully submitted,

Helen Rogers,  
DDA Manager