

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
November 2, 2011
Rifle City Hall

1. CALL TO ORDER:

Chairperson Sally Brands called the meeting to order at 7:06 a.m.

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

Members Absent: Michael Langhorne

DDA Manager Present: Helen Rogers

Guests Present: Wilma Paddock, Assist. Garfield County Library Director, RACC President/CEO Frank Ladd.

2. APPROVAL OF MINUTES:

A motion was made by Winkler, seconded by Razee, to approve the minutes of October 5th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S; \$100. A motion to approve the bill was made by Rickstrew, seconded by Frontella, passing unanimously.

4. FINANCIAL REPORT:

A Financial Review of the Budget was presented. A motion was made Barker, seconded by Frontella to accept the Financial Review, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 37.75 hrs. - Participated in RFP meeting for the Downtown Planning Grant, for TOD, Economic Development – 17 applicants applied. Evaluation continues on Nov. 2nd to narrow down applicants.

Photos taken of Downtown Louisville for Holly Days downtown vendor layout ideas.

Developed 'Welcome Hunter' Banners for downtown locations.

Participated in Budget workshop with Council.

Attended Branding Committee Meeting.

Participated in a preconstruction walk through with City Staff with regard to location of the 4 sets of banner poles. Schedule to start this week.

Also includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, Petty Cash, and Manager's Report.

DDA Maintenance – 3.5 hrs.

Flower Pots – were taken up to the compost pile at Rifle Community Gardens at the Art Park. Storage of the pots is in a City owned building on W. 4th St.

New Ute Events Center Restoration – 15 hrs.

A Street Dance occurred on Oct 15th as part of the Fall Festival. The event was well received.

Met with Mike Braaten and a Rep. from the Brenden Mann Foundation and toured the Ute. We are asking for a \$10,000 donation.

An RFP went out for a Structural, Mechanical Engineering. Met with several engineers, mostly from Western Colorado and did a mandatory walk through of the building with Rich Carter and City Staff.

A Coors Foundation Grant was submitted last week with a request for \$25,000.

Visitor Improvement Fund - 12 hrs.

Roaring Fork Outdoor Volunteers targeted the proposed Rifle Boat Ramp area for removal of Tamarisk and Russian Olives. Over 40 volunteers participated with the Rifle Chamber providing refreshments and dinner from Rib City. Partners for the project were CDOT, Garfield County, City of Rifle, Trout Unlimited, Colorado River District, and LoVa – Lower Valley Trails.

Holly Days planning meetings are starting up with events planned for the downtown, Centennial Park and the Library.

6. CHAMBER UPDATE:

Chamber Director, Frank Ladd, was present to present the report. The Brenden Theater will hold a meeting with area businesses to discuss advertising opportunities with the Theater. It will be held at the Comfort Inn and Suites.

The Hunter's Tent or Information Area will be available again for the Hunting season. It will be held at Garfield County Fairgrounds this year. Women in Business will be held on Nov. 15th at the Library. Tourism will be discussed again with City Council and the VIF Board in a workshop setting in December. Business after hours will be held at the Rifle Fitness Center.

7. NEW BUSINESS:

A. RREDC

Brands reported New Castle and Silt have come on board. The group continues to explore Economic Gardening with area businesses.

B. DCI Conference, Durango

Rogers presented a slide show from the Durango Conference entitled 'Making Connections Downtown' from Winter & Company. Major issues addressed included energizing downtowns, improving access, and increasing healthy initiatives such as pedestrian or bicycle access through or connecting to a downtown. Several cities and

towns were talked about including Olde Town Arvada, Breckenridge and Walla Walla, Washington.

C. Holly Days, Sat. Dec. 10th

Plans for Holly Days continue to develop with the Citizen Telegram, Rifle Library, Rifle Recreation and Downtown Merchants. Rogers presented an idea seen in Louisville, CO. where just the diagonal parking was blocked off to promote pedestrian access instead of the whole street.

D. Membership – Wilma Paddock

A motion was made by Stuver, seconded by Rickstrew to recommend approval to City Council, Wilma Paddock for a board position. The motion passed unanimously. Rogers will write a letter to Council indicating recommendation.

E. Other – Out West Meat Processing will come before Planning and Zoning on the 15th of Nov. Rickstrew indicated he felt it was important to promote existing businesses in the downtown. Per DDA's directive, Rogers wrote a letter to the Planning Dept. indicating DDA's position to allow the business to continue with minor site adjustments.

8. PROJECTS /EVENTS

A. Banner Poles

The banners poles will be up shortly and fully functional for the Holiday Lights to be illuminated by Thanksgiving.

B. Holiday Lights and Decorations

Rogers asked that Sandor Drucker assist her in putting up the Holiday Lights on 3rd and 4th Streets this year.

9. MAINTENANCE

A. Gutter Drains, 3rd and 4th Sts.

Rogers needs to remind City crews to clean these areas.

B. Sprinkler Systems

Soak-N-Wet Sprinklers submitted a bid to fix the Museum Lot Zone. The Board would to wait until Spring to consider this.

10. **ADJOURN:** The meeting adjourned at 8:15am.

Respectfully submitted,

Helen Rogers,
DDA Manager