

DDA

DOWNTOWN DEVELOPMENT AUTHORITY
202 Railroad Avenue - P.O. Box 1908 - Rifle, CO 81650
Phone (970) 625-2121

MINUTES OF October 6, 2010

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

Members Present: Gil Frontella, Michael Langhorne, Randy Winkler, Andrew Legg, Jay Rickstrew, and Jeanice Freeman. (Rickstrew left the meeting at 8am)

Members Absent: Tom Stuver, Kathy Runia,

DDA Manager Present: Helen Rogers

Guests Present: Rifle Area Chamber of Commerce CEO; Annick Pruitt, Rifle Mayor; Keith Lambert, City Manager; John Hier, City Planner; Nathan Lindquist, Government Affairs, Mike Braaten

2. **APPROVAL OF MINUTES:** Corrections to the Sept.1st minutes are as follows: under REDC:..... the PMT for the Health and Wellness Center is trying to determine if they want to do a 'Funding' Feasibility Study for the Valley Lumber Site. A motion to approve the minutes of September 1st, was made by Winkler, seconded by Rickstrew, and approved unanimously, with corrections.

3. **FINANCIAL REPORT:** The August Financial Report was unavailable for review.

4. **BILLS TO BE APPROVED:** 1) Mr. Power S: \$1,750.00 2) Helen Rogers, DCI Conference, reimbursement; \$205.00. 3) Premier Party Rentals; \$352.99, for damages. 4) VIP Trash Services; \$140.00. A motion to approve the bills was made by Langhorne, seconded by Rickstrew, passing unanimously.

5. **CHAMBER UPDATE:** Annick Pruitt, Chamber CEO, presented the Chamber Updates. 'Business After Hours' will be held at Gold Star Realty on Oct. 7th. The 31st Annual Chili Cook-Off is scheduled for Oct. 14th at the Fairgrounds Indoor Arena. The Chamber's Candidate's Forum at City Hall, on Oct. 5th, was very successful.

6. **NEW BUSINESS**

A. **DCI Conference Report**

Rogers reported on several sessions she attended. One, centered on a traffic calming strategy by the City of Louisville, created by extending temporary patios from the sidewalks onto the street, adding planters, providing seating for restaurants, adding music, and thereby calming traffic and providing a more pedestrian friendly atmosphere. The downtown restaurants expanded from 4 to 12.

Another session was a professor and downtown advocate from Durango, where they promoted their arts community for one full week, through intense marketing with a listing of educational art activities, displays and cultural events. They also do a mass quarterly poster of events in Durango and distribute throughout the City.

B. Sustainable Main Street Initiative w/ DOLA

The last business series covered Community Financing Mechanisms, which was held on Sept. 2nd at City Hall. The group continues to explore Revolving Loan Funds, Development of a Business Incubator and Site Plan layouts for the Valley Lumber Site. Lt. Gov. Barbara O'Brien, visited Rifle on Oct. 5th, and was very impressed with what projects Rifle is involved with.

On Oct 19th, DCI will be in Rifle to present a workshop on Communication.

C. REDC Update

Langhorne reported the PMT (Project Management Team) for the Health and Wellness Center has hired a person to do a Financial Feasibility Study for the Valley Lumber Site. The business incubator site is being explored for the new library.

D. New DDA Logo

The Board decided on a new logo for DDA. The lettering needs to be changed slightly. Rogers will make corrections for the next review.

E. Storefront Improvements / Signage

Winkler presented a photo of the new Odd Fellows sign facing W. 4th St. The cost of the sign was \$1,750. The reimbursement will be \$500.00. He will submit the invoice to Rogers for processing. Rogers presented a Storefront Improvement Reimbursement request from the Base Camp Café owners for painting their storefront. The total was \$400.00. A motion was made by Rickstrew, seconded by Langhorne, passing unanimously.

F. 2011 Budget Review

After review of the budget, Brands stated the DDA is being asked to do more promotion of the downtown through downtown events. With the success of the 'Downtown Fest' during West Fest, the Farmer's Market returning to Downtown, and the Holiday Season needed events, the demands on the DDA are becoming greater. Brands would like to meet with the Visitor Improvement Fund Board to discuss additional funding for administration to help coordinate these activities. Brand will compose a letter and circulate it to DDA and then send it to Scott Becker, VIF Chairman. The next VIF meeting is scheduled for Wed., Oct 13th.

G. Other matters brought before the board

Mayor, Keith Lambert, suggested the DDA Board set aside time to discuss what the DDA would like to accomplish in the near future, such as a strategic planning session. The Board did not feel they needed to do this at this time.

Nathan Lindquist stated a study is being conducted by CDOT, RAFTA, and the City of Rifle regarding a 'bus circulator route' in Rifle. A stake holders meeting is scheduled for Nov. 11th to discuss possible routes, such as connecting CMC, Downtown and areas north as well as funding sources and options.

Rogers reminded the board the DDA will need prepare for an election in 2015 - as the 30 year limitation is approaching. She presented a description of a Business Improvement District (BID), suggesting it may fit the 'promotional' aspects better than a DDA.

Rickstrew related he had just received an email from Stuver and read his email as follows: "As a tax supported entity, the focus of the DDA should be on making and maintaining permanent public improvements. The Chamber or a downtown business association is a more proper vehicle for providing special events. We have an obligation to home owners and business offices as well as retailers and restaurants. I understand that others have a different view. Just offering my two cents".

7. PROJECTS:

A. Downtown Murals

Rogers reports the Alpine Bank Mural is progressing. It will depict the Colorado River Corridor and will be placed on the west side of Alpine Bank along Railroad Ave. Alpine Bank is contributing half of the cost of \$7500. Community Newspapers of Colorado, Inc. is contributing \$5,000, and the DDA will contribute the remaining \$2,500 to complete the cost of the triptych WPA style murals. An account is set up at Alpine Bank.

B. New Ute Theater Society (N.U.T.S.)

Frontella reported on the first phase for the exterior of the Ute Theater. There have been a few unexpected issues with the restoration, but it continues to move along. The windows will be removed today, Wed. Oct 6th, by an environmental company, as they contained asbestos caulking. Marketing is underway as well. Members from the N.U.T.S. group will participate in the Chili Cook-Off.

C. Rifle Bucks, Holiday Season

Mike Braaten will discuss the Rifle Bucks program with City Council at tonight's workshop. The plan is to provide \$50,000 towards the program – matching last year's amount.

D. Moose Lodge

Rogers will obtain a new bid to power wash the south wall of the Moose Lodge. Rogers will also obtain bids for painting the south wall. Brands and Rogers will continue to find a suitable brick layer/restorer for wall restoration.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees:

9. EXECUTIVE SESSION

The Board entered into executive session at 8:30am to discuss personnel matters. The Board came out of executive session at 8:43am. A motion was made by Langhorne, seconded by Winkler to increase employment of Managing Director to 2.5 days per week at an additional \$5,000.00 / year, approving unanimously.

9. ADJOURN: The meeting adjourned at 8:45am.

Respectfully submitted,

Helen Rogers,
DDA Project Manager

