

DDA

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

MINUTES OF June 2, 2010

1. **CALL TO ORDER:** Chairperson, Sally Brands, called the meeting to order at 7:04 a.m.

Members Present: Gil Frontella, Randy Winkler, Jeanice Freeman, Andrew Legg, Michael Langhorne, Jay Rickstrew

Members Absent: Kathy Runia, Tom Stuver

DDA Manager Present: Helen Rogers

Guests Present: Rifle Area Chamber of Commerce CEO; Annick Pruitt, City Planner; Nathan Lindquist, Government Affairs Coordinator; Mike Braaten, Rifle Mayor; Keith Lambert, City Manager; John Hier, Assist. City Manager; Matt Sturgeon, CLEER staff; Erica Sparhawk, Heather McGreggor, and Rob Morrey, along with Jim Raitt from Garfield County.

2. **APPROVAL OF MINUTES:** A motion to approve the minutes of May 5th was made by Winkler, seconded by Langhorne, and approved unanimously.

3. **FINANCIAL REPORT:** The April Financial Report was available for review. A motion was made by Rickstrew, seconded by Langhorne, passing unanimously.

4. **BILLS TO BE APPROVED:** 1) Soak-N-Wet Sprinklers: \$178.00 and \$277.78, 2) Mr. Power S: \$1,000.00. 3) Gary Russell: \$32.00. A motion to pay the bills was made by Langhorne, seconded by Rickstrew, passing unanimously.

Rogers requested a petty cash account be initiated as people want to be paid immediately for any maintenance work done. A motion was made by Rickstrew, seconded by Langhorne to create a petty cash account of \$300.00, passing unanimously. Rogers will meet with Charles Kelty, City Finance Director, to get it started.

5. **CHAMBER UPDATE:** Annick Pruitt, Chamber CEO, presented the Chamber Updates. 'Business After Hours' will be held at Centennial Suites on June 24. The quarterly Energy Briefing Information Session will be held on June 17th at 7:30am at RE-2 L.O.C.. Relay For Life will be held on June 11th at Rifle High School.

6. **NEW BUSINESS**

A. **Sustainable Main Street Initiative, DOLA**

A workshop took place on May 19th, with representatives (Brands, Langhorne, Braaten, Lindquist, and Rogers) attending from Rifle. Nine areas were identified to target for the Sustainable Initiative.

- Branding Implementation & Public Relations
- Ute Theater
- Education Projects to Bridge School – Community Gap

- Valley Lumber site
- Revolving Loan Fund for Downtown Façade Improvements
- Broadband
- Downtown Business Incubator
- Bike & Pedestrian Access
- Rifle Gateway Project

The DDA consensus was to favor the Ute Theater, Revolving Loan Fund for Downtown Façade Improvements, Branding, and Downtown Business Incubator. A follow-up meeting is scheduled for June 9th with the DOLA staff at City Hall.

B. Downtown Zoning Rewrite

Matt Sturgeon handed out the report compiled by Vandewalle & Assoc. They will be coming to Rifle to present it to the joint meeting of DDA and City Council on June 9th at 6pm. DDA members are encourage to read the document before the meeting.

C. WESTFEST Downtown Events

Rogers reports a performance stage will be set up on East 3rd St. during WESTFEST. Acoustic Music, Cowboy Poetry and Open Mike will be presented on the downtown stage. WESTFEST would like to create a 'community fair' atmosphere for the downtown and is encouraging retail shops to have canopies set up outside their stores. The Garfield County Fairgrounds will host an Indian Camp, Cowboy Camp and Mountain Man Camp, along with nightly musical performances.

D. Storefront Special Event Banners

Lindquist reports the use of excessive banners seems to be diminishing. The SGM viability study of the Railroad Banner Poles has not been completed yet.

E. REDC, Branding

Langhorne reports the response has been 90% positive on the branding strategy of "Real – Western – Innovation". The presentation needs to be polished up and integrated with the City of Rifle's logo.

F. New Signage / Storefront Improvements

Rogers stated the new Storefront Improvement Form is working well as the Arnolds presented photos, color swatches of their intended improvements of their property on West Ave. and W 2nd St. Brands and Rogers reviewed it at an earlier date and gave approval to move forward. Reimbursement will be given once completed and improvements are made.

G. CLEER Presentation

Rob Morrey, along with Erica Sparhawk, presented CLEER's launching of their Commercial Energy Audit & Retrofit Program, called 'The Garfield Clean Energy challenge for Business'. The Challenge will help businesses explore efficiency and retrofit opportunities, and save energy and money on utility bills. CLEER is also offering services as an Energy Coach, to help track energy use, get an onsite energy evaluation, help set energy savings goals, work up energy Action Plan that fits the businesses budget, connect with contractors, maximize utility rebates and carry out priority energy improvements. CLEER is also offering up to \$5,000, one a first come, first serve basis, as a rebate to help fund a variety of energy efficient measures.

7. PROJECTS:

A. Museum Wall Restoration

Rogers has been meeting regularly with Nini Shroyer, artist on the project. The original agreement needs to be extended as the project is taking more time than anticipated.

B. Downtown Murals, Lease Agreement, Appropriation of Funds

The second Mural, depicting JQS Trail, is waiting to be installed and will be placed on the south wall of the Rifle House Building on Railroad Ave.

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

Frontella reported the group is waiting to hear on August 1st whether they will be approved for the State Historic Funds grant for the exterior façade restoration and interior rehabilitation.

D. Graffiti, 9th Judicial District Probation Dept.

No new graffiti has been reported in the DDA District.

E. Moose Lodge

Nothing new.

F. Planters

Rogers reports the baskets should be hung around June 10th as they had a late start and are not yet in bloom enough to set out.

Other Matters Brought Before the Board

Rogers requested a 3rd St. Irrigation assessment from G.H. Daniels, Landscape Contractor. They own and operate the Rifle Garden Center. A design fee of \$1,900, not to exceed, was presented. Langhorne made a motion to approve the expenditure, seconded by Freeman, passing unanimously. Total estimated costs are between \$30,000 - \$40,000.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees: The museum lot tree, next to the mural was cut down.

9. ADJOURN:

Respectfully submitted,

Helen Rogers,
DDA Project Manager

