

DDA

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

MINUTES OF September 1, 2010

1. **CALL TO ORDER:** Past Chairperson, Gil Frontella, called the meeting to order at 7:05a.m.

Members Present: Gil Frontella, Randy Winkler, Tom Stuver, Jay Rickstrew, and Jeanice Freeman.

Members Absent: Michael Langhorne, Kathy Runia, Andrew Legg, and Sally Brands

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, City Engineer; Dick Deussin.

2. **APPROVAL OF MINUTES:** A motion to approve the minutes of August 4th, was made by Winkler, seconded by Stuver, and approved unanimously.

3. **FINANCIAL REPORT:** The July Financial Report was available for review. A motion to accept the report was made by Rickstrew, seconded by Stuver, approving unanimously.

4. **BILLS TO BE APPROVED:** 1) Mr. Power S: \$1,970.00 includes sculpture cleaning of the Elk. 2) Copeland Concrete: \$396.00. Museum Lot parking Stops 3) GH Daniels III & Associates: 3rd St. Irrigation Plan, \$1,080.00. 4) Sanborn Studios; \$95.00, Kiosk Downtown Advertising Board. A motion was made by Rickstrew, seconded by Stuver, passing unanimously.

5. **CHAMBER UPDATE:** Annick Pruitt, Chamber CEO, presented the Chamber Updates. 'Business After Hours' will be held at the Coulter Lake Guest Ranch. The Chamber will again hope a Candidate's Forum at City Hall, Oct. 5th. The Chili Cook-Off will be held Oct. 14th at the Fair Grounds Indoor Arena.

6. **NEW BUSINESS**

A. **Gateway Presentation**

Dick Deussin presented drawings from PBS&J. Estimates for the new Round-a-Bout into town come in around \$11M. A new Round-a-Bout entry at Whiteriver and Hwy 6&24 is proposed as part of Phase I of the project. New intersections at 3rd and Railroad and 5th and Railroad are proposed with setbacks for the stoplights and extended curb and sidewalk extensions. They estimate to cost \$350,000 each. Another small median entry at 5th and East Ave. is also proposed to help slow down traffic. Mayor Lambert stated the City will likely have no funds available to contribute to these projects in the near future. Nathan Lindquist has submitted a \$300,000 grant to help offset the cost of design for these areas.

B. Sustainable Main Street Initiative w/ DOLA

A 3-part business series has been scheduled in August to discuss Revolving Loan Fund Models. Two 'Lunch & Learns' at City Hall have occurred – One presented by Lake City (DIRT) starting a \$5,000 RLF for it's area businesses. DOLA has sent out a needs assessment survey to area businesses. The last business series will cover Community Financing Mechanisms, which will be held on Sept. 2nd at City Hall.

C. REDC Update

Rickstrew reported attending a recent meeting where the PMT (Project Management Team) for the Health and Wellness Center is trying to determine if they want to do a Feasibility Study for the Valley Lumber Site.

Frontella reports Total has invested close to \$200M towards oil shale development.

D. 'Adopt-a-Corner'

An area business was interested in a program where a downtown business would adopt a planter or corner and maintain it. Advertising for the business could take place for the business on that area as well. The Board felt that more signage in the curb extension planters would feel more like clutter and that the planters are already maintained by the DDA.

E. New DDA Logo

Rogers reports working on a new logo for the DDA. Most events in the City are asking for logos from whoever is sponsoring an event or contributing to it. Rogers will email everyone the examples and get feedback.

F. New Signage / Storefront Improvements

Winkler mentioned he worked on the Odd Fellows signage recently and will bring in their request for reimbursement.

G. 2010 Budget Sub Committee

Budget proposals are due. DDA board members participating in the subcommittee are Frontella, Brands, and Freeman. A meeting will be set up.

G. Other matters brought before the board

Rogers mentioned the yearly DCI Conference will be held in Glenwood Springs, Sept. 23th and 24th. Two members from DDA were elected to attend.

The Board would like to have Nini Shroyer give a bid for repainting the rough rider on the west wall of Timberline Sporting Goods.

7. PROJECTS:

A. Downtown Murals

Rogers presented a triptych mural sketch from Sanborn Studios depicting 3 panels of the Colorado River which could be placed on the west side of Alpine Bank along Railroad Ave. Alpine Bank is willing to contribute half of the cost of \$7500. Community Newspaper of Colorado, Inc. have stated they would contribute \$5,000 toward the completion of 3 Murals. A motion was made by Stuver, seconded by Winkler to contribute the remaining \$2,500 to complete the cost of the triptych WPA style murals, passing, with Rickstrew abstaining.

- B. Museum Parking Lot Curb Stops
Rogers and Frontella met with Copeland Concrete to place the concrete curb stops next to the Museum wall. They will be pinned down today.
- C. New Ute Theater Society (N.U.T.S.)
Frontella attended the P & Z meeting to present the signage code variance. The 'Ute' sign at the top of the highest tower meets a 'creative sign' exemption, and was passed by P & Z on August 31, 2010. Frontella will also be meeting with City Council on Sept. 1st to discuss funding of the first phase for the Exterior of the Ute Theater.
- D. Graffiti, 9th Judicial District Probation Dept.
Rogers will continue to follow up on coordination with Probation Dept. A '13' tag was noted in the alley between 4th and 5th Sts, north of White River Ave.
- E. Moose Lodge
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: The alley by the new library will be closed for two weeks starting next Tuesday for repaving.
- E. Street Lights:
- F. Trees:

9. ADJOURN: The meeting adjourned at 8:28am.

Respectfully submitted,

Helen Rogers,
DDA Project Manager