

DDA

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

MINUTES OF July 1, 2009

1. **CALL TO ORDER:** Chairman, Randy Winkler, called the meeting to order at 7:02 a.m.
Members Present: Andrew Legg, Jim Voorheis, Gil Frontella, Tom Stuver, Jennifer Sanborn, and Michael Langhorne
Members Absent: Garrick Frontella, Jay Rickstrew, Jeanice Freeman, and Sally Brands
DDA Manager Present: Helen Rogers
Guests Present: RACC Director; Annick Pruett, Rifle City Manager; John Hier, Rifle Mayor; Keith Lambert.
2. **APPROVAL OF MINUTES:** A motion to approve the minutes of June 3, 2009, was made by Gil Frontella, seconded by Langhorne and approved unanimously.
3. **FINANCIAL REPORT:** The April financial report was available for review. Rogers presented a Detail Ledger Report from the city's financial dept. as well. It was noted an expenditure for La Quinta was on the DDA ledger. Rogers will look into it and speak with the Financial Dept. A motion to approve the financial report, with clarification of the expenditure was made by Stuver, seconded by Sanborn, approving unanimously.
4. **BILLS TO BE APPROVED:** Winkler moved for payment of bills. 1) Mr. Power S / Sandor Drucker, Sidewalk Pressure Wash: \$750.00, 3rd St. Watering: \$400.00, 3rd St. Hanging Baskets: \$600.00, total \$1750.00 2) Gil Frontella; Weeding on 3rd and 4th Sts., \$260.00. A motion to approve the bills was made by Stuver, seconded by Sanborn. The motion carried unanimously.
5. **CHAMBER UPDATE:** RACC Director, Annick Pruett, presented the Chamber Updates. The featured Chamber business of the month is Mr. Power S, Sandor Drucker. The Chamber luncheon will be held July 16th with Kevin Whelan and Jerry Long speaking, presenting "Codes and Ordinances You Should Know Because They Pertain To Your Small Business". Business After Hours will be July 30th at the new Super 8 Motel. Women in Business will be July 31st. An average of 200 visitors per day has been accounted for at the visitor center recently.
6. **NEW BUSINESS**
 - A. Graffiti, 9th Judicial District Probation Dept.
Rogers reports meeting with Ed Rosendale, Supervisor for the 9th Judicial Probation District. The Probation Department needs to obtain contact hours with their clients. Graffiti removal was discussed as a solution to help with 'Restorative Justice' practices. The DDA would provide the materials and probation would provide labor. They would need two weeks notice for scheduling and could commit to 2 hrs, once or twice a month, Monday -Friday. The DDA was in favor of pursuing this strategy for Graffiti clean-up. Rogers will coordinate with Ed to set up times and dates.

B. Garfield County Fair Parade – Winkler

Randy Winkler reports the fair parade route may stay the same this year, but has a meeting with the police chief to look at changing it. A vintage car show will likely be on E. Third St. The date is August 8th.

C. Main Street Program, Downtown Colorado, Inc.

Rogers reports attending a conference call with Catherine Correl, DCI Director and Kim Grant, City of Arvada, Asst. State Grants Coordinator, along with Mike Braaten, John Hier, Scott Becker, and Annick Pruitt. The City of Rifle has been asked to be a candidate of the Main Street Program, which provides technical assistance and support. There are 8 Colorado communities involved at the present time, with 39 States participating with the National Trust for Historic Places Main Street program.

Discussion after the conference call questioned whether the City of Rifle needed another 'Director' at the cost of \$45-60,000 per year for three years as specified by DCI. However, as a 'candidate', Rifle can still participate, at \$1500 per year, go to the meetings, held quarterly, and assess whether creating this position would be necessary. Rogers and Mike Braaten will attend July 9th and 10th. A motion was made by Stuver, seconded by Frontella to spend up to \$300.00 for the event, passing unanimously.

D. Signage

Nothing new.

G. Other Matters not on the Agenda

Annick Pruett and her daughter have been nominated for the Youth Zone 'Kiss a Pig' contest. Donations are welcome.

Mike Langhorne stated the EDC is looking for 2 DDA members to participate in a new committee to help with 'Place Branding'. Other members would come from the EDC, Visitor Improvement Fund (VIF), Chamber, and AGNC. They will be meeting 1 x per month. An RFP has been put out for a local marketing group to participate.

7. PROJECTS:

A. Farmer's Market

Jim Voorheis stated after speaking with the last musical group who performed, they wondered how the market could become more 'intimate' as it seems so spread out. Also, to orient the bands so they face the grass might be helpful to get people to stay longer. Rogers will convey concerns to Jenn Reich, Special Events Coordinator.

B. Ute Theater Structural Assessment Grant

Rogers reports the draft assessment is completed and will be sent off to the state for feed back. 'Critical Deficiencies' centered around life safety issues such as the exit doors on the North side of the theater, water damage, electrical systems, and egress issues. A discussion of creating a non-profit board to help manage the theater came up. It could fall under the Rifle Foundation the 'Ute' group needs to present design concepts and use to City Council in the near future.

C. Pedestrian Crossing on Railroad Ave.

Additional at-grade white 'ped' crossing lettering was placed recently at the crossing by City workers. The light on top of the signs still needs to be addressed. Jon Hier stated the city is obtaining pricing.

D. CLEER Energy Grant Update (Lighting)

Rogers will obtain enamel paint so that city crews can paint the light posts before the new LED lights are installed. Cost not to exceed \$500.00 per last meeting. The lights are on back order.

E. Store Front Facade Improvements

Moose Lodge – Sanborn presented a scaled down model of what the WPA type mural would look like – depicting Rifle Mountain Park. The estimated cost per mural would be \$5,000.00. Rogers and Winkler met with a brick layer. He stated the repair needed to fix the damage done on the Moose Lodge would be around \$20,000.00. Rogers will find an appropriate color for the south wall and coordinate with the Moose Lodge on power-washing and painting.

8. MAINTENANCE:

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds: Rogers reports a pressure valve blew off one of the valves on West Ave. and W.4th Sts. Rogers has called Soak-N-Wet to repair it. Frontella stated he would take a look at it.

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees:

9. ADJOURN: The meeting adjourned at 8:30am.

Respectfully submitted,

Helen Rogers
DDA Manager