

DDA

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

MINUTES OF August 5, 2009

1. **CALL TO ORDER:** Chairman, Randy Winkler, called the meeting to order at 7:04 a.m.

Members Present: Andrew Legg, Garrick Frontella, Jay Rickstrew, Jeanice Freeman, and Gil Frontella

Members Absent: Jim Voorheis, Sally Brands, Tom Stuver, Jennifer Sanborn, and Michael Langhorne

DDA Manager Present: Helen Rogers

Guests Present: RACC Director; Annick Pruet, Rifle City Manager; John Hier, Rifle Mayor; Keith Lambert, Rifle Assistant City Manager; Matt Sturgeon, Ed Arnold, Rifle City Governmental Affairs Coordinator; Mike Braaten, Kathy Runia from Karylett's Country Store.

2. **APPROVAL OF MINUTES:** A motion to approve the minutes of July 1, 2009, was made by Gil Frontella, seconded by Freeman and approved unanimously.

3. **FINANCIAL REPORT:** The May financial report was available for review. The expenditure for La Quinta which was on the DDA ledger will be moved to the Economic Development Account. A motion to approve the financial report was made by Rickstrew, seconded by Freeman, 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) Soak-N-Wet Sprinklers Inc.: \$88.50, Repair of pressure valve, 3) V.I.P. Trash Services; \$280 for 2 months. 4) Micro Plastics: \$50.00, Sidewalk Sale Flyer Design. A motion to approve the bills was made by Rickstrew, seconded by Freeman. The motion carried unanimously.

5. **CHAMBER UPDATE:** RACC Director, Annick Pruet, presented the Chamber Updates. The featured Chamber business of the month is Sandy's Office Supply, Becky Mall. The Chamber Member Appreciation Luncheon will be held August 13th at the Information Center. An Election Forum will be held Monday, August 10th at Rifle City Hall for Rifle City Council Candidates.

6. **NEW BUSINESS**

A. Garfield County Fair Parade Update

Winkler reports progress is being made on the parade logistics. He reports 25 classic cars will be in the parade and will remain on E. 3rd St. for about an hour after the parade. Sally Brands and John Savage will be the Grand Marshals. It will start at 10am coming down Railroad Ave to 3rd St.

B. Centennial Park

Aleks Breidis reports receiving 6 bids for the project. The bid was awarded to ECI Constructors from Loveland, CO. who has extensive park experience. A preconstruction meeting will occur on Aug. 13th with expected infrastructure work to begin shortly after that date. Phase I of the project includes infrastructure from 3rd - 9th Sts, with park build-out to about the Middle School area including 'The Great Bowl'. This first phase is expected to be complete in 2010.

C. Main Street Program, Downtown Colorado, Inc.

Rogers along with Mike Braaten report attending a recent DCI, Inc. conference in Berthoud, CO. July 9th and 10th. The City of Rifle has been asked to be a candidate of the Main Street Program, which provides technical assistance and support for downtown revitalization projects. There are 8 Colorado communities involved at the present time, with 39 States participating with the National Trust for Historic Places Main Street program.

Rogers stated Rifle has many good things already in place in comparison to other communities. A power point presentation hand-out was given to DDA members containing marketing and branding strategies. Social networking through the internet was discussed as the major emerging marketing tool now being used. These include Facebook, Twitter, LinkedIn, and others. Braaten stated DCI, Inc. wants the City to write up an MOU (Memo of Understanding). Braaten will investigate further to see if the City can participate without full financial obligation.

D. Downtown Promotion / Sidewalk Sales

Freeman reports the sidewalk sale was a success by those who participated. Promotion of the event was done with flyers and word of mouth. Rogers will place it on Channel 10. Increased promotion needs to occur.

Rogers asked DDA if downtown promotion/marketing was something they wanted to participate in as the DDA began as a property tax revenue source for architectural improvements and esthetics in the downtown. The consensus was to participate in whatever way possible. When an EDC Director is hired, or sooner, a joint meeting needs to occur between the Chamber, DDA, EDC and Visitor Improvement Board representatives to discuss special events, promotions and marketing strategies for the city.

E. New Signage / Building Improvements

Winkler will obtain receipts from a new County sign and the Party Central store sign.

F. Other Matters not on the Agenda

Board Membership - Winkler stated the DDA needs to advertise for new board members as there appears to be one vacancy (Jim Voorheis) and may be more when the City Council election occurs in September. Rogers will place an ad in the Citizen Telegram. Kathy Runia, local business woman, submitted a letter of interest to the board.

Local Economic Stimulus Money – John Hier plans on presenting a 'certificate' idea to City Council whereby when citizens purchase \$300.00 worth of merchandise in the City of Rifle they will receive a certificate for \$30.00 from the City to spend in Rifle, hopefully to help increase sales tax revenues.

Energy Innovation Park – John Hier has asked Garfield County for an assistance grant of \$1,500,000 for infrastructure needs at the Energy Innovation Park along Highway 6 & 24, west of Rifle. This is where the new Waste Water Treatment Plant is located as well as the new Solar Array. If awarded, the City would then go for a DOLA grant of \$2,000,000 for the project. Rogers asked if trails were part of the site plan and staff stated the LOVA Trail system was part of the master plan. Also, railroad crossing concerns were expressed to maintain access to existing areas such as the old waste water lagoons which will be reclaimed once the new plant

is in operation.

7. PROJECTS:

A. Graffiti, 9th Judicial District Probation Dept.

Rogers reports meeting with Ed Rosendale, Supervisor for the 9th Judicial Probation District and other probation officers on July 21st to assist juvenile offenders in removing graffiti. The project was successful and will hopefully occur again this month. The Probation Department needs to obtain contact hours with their clients and graffiti removal was discussed as a solution to help with 'Restorative Justice' practices.

A. Farmer's Market

Rogers started a promotion strategy to increase sales and awareness of the market. Each week, Rogers will collect an item from every vendor to place in a large basket. A free drawing will be offered to shoppers and the winner will be announced each Friday night at 7pm. Participants need to be present to win.

B. Ute Theater Structural Assessment Grant

Rogers reports speaking with John Hier regarding life safety issues at the theater. The 'Critical Deficiencies' issues such as the exit doors on the North side of the theater, water damage, electrical systems, and egress problems need to be addressed to City Council for action. Hier will report on this at the August 5th City Council meeting. The recent 'Ute' committee needs to have further discussion with City staff in regards to the creation of a non-profit board to help manage the theater or possible other strategies for management.

C. Pedestrian Crossing on Railroad Ave.

John Hier stated the city obtained pricing for the additional flashing lights to be placed on top of the pedestrian crossing lights on 4th and Railroad Ave. City Staff had asked if the DDA would contribute \$1,000.00 to help off-set the cost. A motion was made by Rickstrew, seconded by Legg to approve expenditure for the added lights. The motion was unanimously approved. Rogers will write a memo to Charles Kelty, Finance Director for distribution of the money.

D. CLEER Energy Grant Update (Lighting)

Rogers obtained the black enamel paint for City crews to paint the light posts before the new LED lights are installed. Cost not to exceed \$500.00 per previous meeting. The lights are on back order but hopefully installed by the end of September.

E. Store Front Facade Improvements

Moose Lodge – Rogers stated she received a new bid on power-washing the East and South walls. Power S will do it for \$250.00. It was suggested to receive another bid for comparison.

Rogers has been in contact with the Library construction managers from ASP regarding reclamation of the building blocks used on the Country Attic. They are the same size and material as the Moose Lodge. John Hier stated he would have his crews take a look at them to determine what it would take to be able to use them. Rogers will be in contact with the construction managers from ASP to obtain cost estimates from them. They can obtain more LEED points if the block is reused.

8. MAINTENANCE:

- A. Traffic / Pedestrian Issues:
- B. Curb Extensions – Planters, Weeds:
- C. Parking Lots:
- D. Alleys:
- E. Street Lights:
- F. Trees:

9. **ADJOURN:** The meeting adjourned at 8:20am.

Respectfully submitted,

Helen Rogers
DDA Manager