

# DDA

Downtown Development Authority  
Rifle, Colorado

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## MINUTES

Wednesday, September 4, 2013  
Rifle City Hall

### **1. CALL TO ORDER:**

Chairman, Jay Rickstrew called the meeting to order at 7:04 a.m.  
Members Present; Michael Langhorne, Gil Frontella, Wilma Paddock, and Randy Winkler.  
Members Absent: Sally Brands, Nella Barker and Tom Stuver.  
DDA Manager Present: Helen Rogers  
Guests Present: Frank Ladd; CEO, RACC, John Dyer; City of Rifle Chief of Police, Dana Ingram; Rifle Main Street Coordinator, and Ed Arnold; Rifle Citizen.

### **2. APPROVAL OF MINUTES:**

A motion was made by Langhorne, seconded by Paddock, to approve the minutes of August 7, 2013, approving unanimously.

### **4. FINANCIAL REPORT:**

The Financial Report was presented for review. As it appears, the Repair and Maintenance account was getting low due to unanticipated sprinkler system issues this year. A motion was made by Frontella, seconded by Paddock to request City Council to approve moving \$1,500 from the contingency account to the Repair and Maintenance account. The motion passed unanimously. Rogers will write a letter to City Council requesting the change.

### **4. BILLS TO BE APPROVED:**

1) Mr. Power S; Sidewalk power washing, watering downtown flowers and 3<sup>rd</sup> St.: \$2,060.00. 2) DHM Design for Wayfinding; \$270. 3) Niemann's Gardens, 2-Flower pots; \$113.90 4) Gil Frontella Weeding Maintenance; \$388.00 5) Frontella Rentals, Signage Reimbursement; 176.47 6) Frontella Rentals, Signage Reimbursement; \$176.47 7) Cassie Cerise; Storefront Improvement Reimbursement; \$106.20 8) Shooters Grill of Rifle, Signage Reimbursement; \$330.61. A motion was made by Langhorne, seconded by Paddock, approving unanimously.

## **5. MANAGER'S REPORT:**

DDA Administration – 61 hrs. (Main Street – 17.5 hrs.) (Took one week vacation, Aug.12-16th)

- The 3rd First Friday took place on August 2nd with special events such as the outdoor movie (Back to the Future) at Centennial Park, Classic Car Show on the 2nd St. Lot and the Boomtown Players at the Texan were well received along with merchant specials. Attendance doubled for the second movie. The Library will increase their role in the event by having their Art in the Stacks artist reception on the First Fridays.
- Attended the DOLA Main Street Boot Camp in Denver for two days at the Capital Building. Extensive information on each of the 4 points, funding sources as well as networking with other Main Street Programs took place.
- Participated in a Webinar given by the Sonoran Institute on Sustainable Communities. This one was given by a program in Montana which creates affordable housing by reuse of existing buildings to creating new structures in urban areas.
- Continued working on the relocation idea for the DDA office within the Rifle Library 2nd floor space.
- Preparing 2014 Draft Budget.
- Continuing coordination of watering the flowers every day and 3rd St. curb extensions 2 times a week and sidewalk cleaning during August.
- Includes daily emails and communication with City Staff and others, prep for DDA Meeting, DDA Meeting and Minutes, Regular Budget Report, and Manager's Report.

New Ute Events Center Restoration – 6 hrs.

- Interior renovation continues with PNCi as the General Contractor. The flow fill of concrete took place last week, the framing of the stage and dressing rooms/mechanical rooms is done. The 2nd layer of concrete will be added this week and then they can start on the vaulted steel ceiling reinforcement once they have a flat floor to lay their scaffolding.
- Projector was moved to the 2nd floor of the Museum. They framed one of the original drawings of the façade to go with the projector.
- Current projected completion is the end of November.
- NUTS is participating in the Fall Festival on Oct. 19th by providing a beer and wine tent and coordination of music, theatre and dance at the Centennial Park Pavilion.

Visitor Improvement Fund – 3.5 hrs.

- Responded back to CDOT regarding environment questions for the proposed Rifle Boat Ramp Relocation.
- Continue asking for letters of support from Garfield County Search and Rescue and Colorado Dept. of Parks and Wildlife.
- We still need \$5,000 for matching monies before going to the BOCC for the \$40,000 match for the 30% match needed for the GoCo Grant.
- Work continues on the Historic Gateway Signage Project with the Rifle Historical Society.

## **6. CHAMBER UPDATE:**

Frank Ladd presented the Chamber Report. Alpine Bank received 'Best in Show' for the Garfield County Parade. The Election Forum went well with all 7 candidates attending and 3 ballot issues presented. The John Scalzo Lifetime Achievement Award was presented to Larry McCown at the Annual Chamber Luncheon. A Legislative Forum was held out at Mulligans Restaurant at Rifle Creek Golf Course on August 21<sup>st</sup> where 8 Legislators, 15 Lobbyists and local citizens attended the informational session. The Second Annual Western Slope Softball Tournament will be held Sept. 6<sup>th</sup> and 7<sup>th</sup> at Deerfield Park with 6 Men's and 6 Coed Teams participating.

A Healthcare seminar will be held at CMC, Sept. 16<sup>th</sup> for information on the Affordable Care Act.

The Lodging Tax was up by 8% recently reported by Charles Kelty, the City's Finance Director.

## **7. NEW BUSINESS:**

### **A. Two Hour Downtown Parking Issues, John Dyer, Chief of Police**

John indicated he has been receiving several calls regarding the two hour parking regulations in the downtown. Part of the problem has been the lapse in enforcement due to the position not being filled. Several business owners indicated they felt the restrictions are unwarranted and do them a disservice with the state of the local economy.

DDA Board members asked that the CSO take a common sense approach to ticketing. Apparently, she has been giving tickets for not parking close enough to the curb as well as parking over the parking lines. It was noted that it is part of the model code and the DDA cannot pick and choose which parts of the code we want to enforce.

Jay Richstrew received a letter signed by various businesses regarding the 2 hour restriction along West Ave. and W. 5<sup>th</sup> Street. The DDA Board recommended a letter go out to the businesses along West Ave. and W. 5<sup>th</sup> Street and invite them to the next DDA Board meeting and discuss the issue. Rogers will do so.

John Dyer also asked for feedback regarding placement for the 'state law' pedestrian crosswalk signage. Locations were selected.

### **B. RREDC / Main Street Update**

Langhorne stated he had rehired Dana Ingram for the Main Street Coordinator position as she had moved back to Rifle. She will continue to work part time for Rifle Main Street and part time for the RREDC.

Langhorne states they have a prospective business coming to town, but have not signed a contract yet so he is unable to talk about it.

Dana presented a Main Street Budget for 2014. The Main Street Committee is asking for funding from the DDA to help offset some of the costs for the program. Specific costs requested total \$15,700 from DDA. Those include; Renew Rifle (\$700), Streetscape Art and Landscaping Design (10,000) and Wayfinding Signage Fabrication (\$5,000). The DDA did not take action on these, but will address the request as they come to the board in 2014.

C. Budget Review, 2014

Rogers and Frontella prepared a draft 2014 Budget for the Board to review. There were only two changes from the 2013 Budget as presented; Revenues – change Interest Earnings to \$200. Expenditures – Increase Landscaping to \$2,000. A motion to accept the proposed budget as presented was made by Langhorne, seconded by Paddock and passed unanimously.

Rickstrew and Rogers will present the draft budget to City Staff on Friday, Sept. 13<sup>th</sup> at 1pm. It will then go to City Council at a separate meeting for discussion.

## 8. PROJECTS

A. First Fridays, Fall Festival/Flea Market

The Fall Festival is slated for Sat. Oct. 19<sup>th</sup>. Planning continues for the event including a possible Flea Market on the 2<sup>nd</sup> St. Lot. The New Ute Theatre Society will host a beer and wine tent along with local acts starting at 5pm, such as the Boom Town Players, Artilluma Dance Company, Folklorico Sol de Mexico, and the Johnny O Band.

Blair Bracken is lining up the day time events to tie into the fall theme such as pumpkin carving and a wood spitting contest.

B. DDA Office Relocation

Frank Ladd presented the following:

Center for Community Non-Profits  
(CCNP)  
Executive Summary  
30 August 2013

**Project Overview:**

Participants- Garfield County Public Library District Rifle Branch (GCPL), Rifle Area Chamber of Commerce (RACC), and the Downtown Development Authority (DDA)

Property- Approximately 3,000 Square Feet open, unfinished 2nd floor space in GCPL, 207 East Avenue, Rifle. Proposal is to finish approx. 1,600 Square feet for use by above mentioned parties.

Benefits- Creation of a non-profit center in downtown Rifle will bring synergy and a level of cooperation between high profile and very active groups for the benefit of Rifle and surrounding communities.

**Project Partners:**

Garfield County Public Library District Rifle Branch, 207 East Ave. Rifle CO 81650  
-Amelia Shelley, Executive Director 970-625-4270

Role: GCPLD will provide unfinished, the space to build offices to house CCNP. GCPLD will complete and submit the necessary paperwork to DOLA or FMLD thereby providing a partial funding source for the construction of CCNP offices.

Rifle Area Chamber of Commerce, 200 Lions Park Circle Rifle CO 81650

-Frank Ladd, President/CEO 970-625-2085

Role: RACC will provide upfront any matching monies (within their means), needed to complete the grant process. The RACC will be the managing partner for CCNP and report directly to GCPLD. The RACC will provide staff for the front desk and occupy 2 offices and 2 workstations initially.

Downtown Development Authority, 202 Railroad Ave., Rifle CO 81650

-Helen Rogers, Manager 970-274-6147

Role: DDA will occupy one office, and be a sub-leaser from the RACC and will pay a monthly utilities and usage fee based on Square footage utilized. Any Grant monies provided by the RACC will be remitted to the RACC according to Square footage and by agreed upon terms (see MOU).

**Project Size and Description:** See Attachment.

**Project Costs:**

Estimated Square footage needed by CCNP: 1560 Sq. Ft.

Estimated cost per sq. ft.: \$125.00 Sq. Ft. – Based on Standard Estimate Report provided by Jeff Johnson, Johnson Carter Architects, 26- April- 13. Estimated to be \$193,079.00

Furnishings: \$ \_\$25,000\_\_\_\_\_

Computer and IT: \$ 5,000.00

Utilities, cleaning, snow removal etc., etc.: \$2.52 Sq. Ft. \$4,000.00 yearly

**Total Estimated costs:** \$ 227,079\_\_

**Timeline to Completion:**

All Board of Directors initial approval to move forward- September 2013

Memorandum of Understanding (MOU) between RACC, DDA, mid-September 2013 prior to meeting with Library.

Library Board approval- October 2013

RACC, DDA Board final approval- October 2013

Design and cost finalized- October 2013

Grant submittal and approval- November-December 2013

Request for Proposals and selection- December 2013 and January 2014

Construction- February, March 2014 to May 2014

**Possible Funding Sources:**

Grants- DOLA, FMLD, City of Rifle, Garfield County 75-80%

Matching funds- RACC, DDA 20-25% total

**Memorandum of Understanding:** Pending

**Limitations:**

No grant money available, Library restrictions; entry, exit times, loading and unloading of equipment, meeting room availability.

Frank Ladd, Chris Manera (Chamber Board Member) and Rogers will continue to work on this and create an MOU for the next DDA Board meeting in October.

C. Bus Shelter, CDOT Park-n-Ride

Rickstrew indicated he had spoken with Joe Reyelps, the Eagle Scout. Alpine Bank will likely contribute \$1,000 for the project with Joe asking a concrete company to make up the difference towards the cost of the project. Joe has received a new drawing from Rich Carter for handicapped access. The project continues in hope it can be completed before winter.

D. Wayfinding Cost Estimates

Micro Plastics will submit a cost for the flag signs as well. The gateway signage is estimated to cost \$2,900 and the Median signage is estimated to cost \$2,400.

E. DOLA Architect Assistance & Design Support

The Main Street Committee will continue to identify building facades and projects in the downtown which could use some help with the program and bring the ideas back to DDA.

F. Pedestrian Crossings – John Dyer, Rifle PD

See above.

**9. MAINTENANCE:**

A. CMU Caps, W. 2<sup>nd</sup> St.

On-going.

B. Elk Cleaning

Rogers will coordinate with Sandor Drucker to clean and polish the Elk Statue.

C. Fall Clean-up / Irrigation Issues

Rogers will coordinate a final clean-up of the curb extensions, blow out all the sprinklers, and detach the timers on 4<sup>th</sup> St, East Ave. and 2<sup>nd</sup> St. and Museum Lot.

**10. EXECUTIVE SESSION**

**11. ADJOURN**

Respectfully Submitted,

Helen Rogers  
DDA Manager