

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES

Wednesday, November 6, 2013
Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew called the meeting to order at 7:02 a.m.
Members Present; Michael Langhorne, Gil Frontella, Randy Winkler, Sally Brands, Nella Barker and Tom Stuver.
Members Absent: Wilma Paddock
DDA Manager Present: Helen Rogers
Guests Present: Frank Ladd; CEO, RACC, John Dyer; City of Rifle Chief of Police, and Nathan Lindquist; City of Rifle Planning Director.

2. APPROVAL OF MINUTES:

A motion was made by Barker, seconded by Langhorne, to approve the minutes of October 2, 2013, approving unanimously.

4. FINANCIAL REPORT:

The Financial Report was presented for review. Rickstrew mentioned, the Finance Director, Charles Kelty, had responded to the Board members question regarding why there was such a difference between actual and projected revenues for 2013. The email response states: "The reason for the difference between the 2013 budget and actual revenues collected for Property Taxes is primarily due to collections. Garfield County Charges a fee to collect taxes for the City of Rifle and DDA. Those fees area reduction of the revenues collected. When the budget is prepared, we budget property tax revenues at the amount certified, based on Net Assessed Valuation, in December of the prior year. That certification does not take into account the fees charged for collecting the taxes. The other reason for the decrease is because the DDA boundaries are located within the Urban Renewal Authority boundaries. Since Brenden Theatre improvements have been included in the Garfield County Tax base, the incremental increase in assessed property values due to improving a 'blighted' area with a new Theatre, are being paid to the Urban Renewal Authority. This transfer of incremental property taxes impacts the City of Rifle, DDA, Hospital and School District, and I suspect the Garfield County Library collections."

A motion was made by Barker, seconded by Langhorne to accept the financial report as presented. The motion passed unanimously.

4. BILLS TO BE APPROVED:

1) V.I.P. Trash: \$150.00, 2) All About Sprinklers, winterization; \$125, 3) Mountain News Media, Legal ad for Board Positions; \$70.84, 4) Brubacher Design, Two

Pedestrian Crossing Signs; \$703.90. A motion was made by Langhorne, seconded by Barker, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 78.5 hrs. (Main Street – 23 hrs.)

- There were two First Friday events with the Main Street Program since our last meeting. The October First Friday took place on Oct. 4th. Special events included a pumpkin carving contest between merchants and businesses, it was very popular. Grand Opening for the Mistyoga Studio on E. 3rd St. The November First Friday was Nov. 1st. We held a tailgate barbeque and bonfire at the 2nd St. lot for the Rifle Bears away game. Boom Town Players were at the Texan again and the Rifle Library hosted Art in the Stacks LiveWell photo exhibit and reception. With Dana's leaving, the committee continues to want to move forward with December's First Friday, with a window display contest, and tree decorating contest. It does take time to engage merchants to participate, but more want to be a part of it.
- Frank and I met with Amelia Shelley. She conveyed the requested amount does not fit under DOLA's Tier I Grants and needs to be at least \$200,000. Also, one of the Library Board members did not feel FMLD Grant money would be appropriate and felt it would take away from rentable downtown commercial property.
- Met with City Council on Oct.24th regarding the 2014 Draft Budget. Everything went through. One Council member stated he felt the DDA was outdated as it was implemented in 1982 and perhaps a BID should be formed. He felt other parts of the City felt left out. Also mentioned was taking a look at the DDA, Main Street Program, and EDC to possibly combine them.
- Continuing coordination of downtown maintenance to included picking up all the flower pots and putting them in storage, winterization of the irrigation systems on 4th St. West Ave. and the 2nd St. Lot. Purchased bulbs to be planted this month with the Main Street Committee on Nov. 23rd.
- Participated in a DCI (Downtown Colorado Inc.) Webinar on Promoting Character in Embedded Commercial Districts.
- Met with city staff to determine exact location of pedestrian crossing signs. Should be installed within the next two weeks according to Bobby Odell.
- Interacted with DOLA Reps regarding Main Street disposition. Available on Dec. 11th to talk with Council and DDA during a workshop session.
- Met with Mike Bennett, new publisher for Mountain News Media. Since leaving Rifle over 10 years ago, he has worked with many small towns that were involved with the Main Street program and would like the paper to become more of a partner in the community.
- 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 – 25 hrs.

- Interior renovation continues with projected date of completion by PNCi, the General Contractor, by then end of December. The roof should be done this week with

HVAC to follow, drywall is to start, electrical has been pulled, and plumbing is done. The City IT Dept. is coordinating communications, security and IT issues.

- RFP's will go out for the Murals in the auditorium, and lobby areas at a cap of \$20,000.
- Furniture, Finishes and Equipment (FF&E) RFP's will go out soon with a cap of \$90,000.
- Blair Bracken has been named the Cultural and Events Manager for the City of Rifle and New Ute Events Center and will coordinate an RFP for a concessions vendor.
- NUTS met with Blair and Matt Sturgeon to better understand her role and how NUTS can contribute with programming suggestions and future fundraising.
- NUTS participated in the Fall Festival, Oct. 19th, providing a beer and wine tent and coordination of music, theatre and dance at the Centennial Park Pavilion in the evening by Artillum, Sol de Mexico Folk Dancing, Boom Town Players, and the Johnny O Band.
- The Clough Family Foundation contributed \$5,000 towards operations of the UTE.

Visitor Improvement Fund – 7.5 hrs.

- Should be receiving a \$1,000 contribution from Wells Fargo toward the matching grant money needed to apply for the GoCo Grant in March.
- Recent emails indicate we should be hearing from CDOT soon. I've reiterated the need to get the lease agreement signed by the end of the year or we may lose significant funding.
- Continue asking for letters of support from Lanny Grant with Garfield County Search and Rescue and now Brian Gray with Colorado Dept. of Parks and Wildlife.
- Attending a meeting in Glenwood on Oct 18th with the Northwest Colorado Cultural Heritage Tourism group. Submitted historical site photos and narratives for the Gateway Sign. Continue to work with the Rifle Historical Society for more narratives and photos for the remainder of the signage and regional historic facts.

6. CHAMBER UPDATE:

Frank Ladd reported the Annual Chili Cook-Off held Oct. 10th at the Fairgrounds Arena was a success. They raised enough money for three \$1,000 scholarships. They added 15 new members this past month with total membership of the chamber staying at around 350. An Energy Briefing Meeting will occur Nov. 7th, at Grand River Health. Breakfast will be served. The Business Education and Training Seminar (BEATS) will provide training on Social Media from Gary Hartman (The Growth Coach) and Marc Rassel (Align Creative Group) on Monday, Nov. 11th, lunch will be served. The Women in Business lunch meeting will be held on Nov. 19th addressing social media as well. There will be an Ugly Sweater Event on Dec. 5th for the Annual Holiday Chamber Party at Alpine Bank. Frank is working with Rogers and the Main Street Committee on a Small Business Saturday event to occur November 30th. Also working on a project for increased incentives to shop locally in the first quarter of 2014.

7. NEW BUSINESS:

A. DDA / Chamber Office Relocation

As stated above, Amelia Shelley, Executive Director of Garfield County Libraries, stated she did not feel she had the support of the Garfield County Library Board of Directors to move forward with the 'Center for Non-Profits' space in the vacant upstairs area of the Rifle Library. She conveyed the requested amount does not fit under DOLA's Tier I Grants and needs to be at least \$200,000. Also, one of the Library Board members did not feel FMLD Grant money would be appropriate either and felt it would take away from rentable downtown commercial property in Rifle.

B. RREDC

Langhorne reported the City will no longer be subsidizing the Fitness Center starting in 2014. A private party has expressed interest. They are already in the fitness business in Glenwood Springs.

The RREDC Board has offered to accept Dana Ingram back as Main Street Coordinator. No word as to if she will be coming back.

C. Meeting with Council / DOLA re: Main Street

Matt Sturgeon, Rifle City manager, will ask Council at the meeting, Nov. 6th, if they would be available to meet with DOLA, DDA and the RREDC Board regarding Main Street in a workshop setting on Wed., Dec. 11th. Most of the DDA Board members indicated they were available. It was mentioned DDA cannot support both a coordinator and a manger without the \$24,000 coming from the City. Also, Brands felt there was a lot of redundancy in having both a DDA Manager and a Main Street Coordinator. Rogers indicated she felt it had been working well with regards to support between positions and the City staff.

D. HUD / TOD Grant Design

Nathan Lindquist presented a set of drawings which are nearing completion from the consultants. He will do a more formal presentation at next month's meeting in December. He also reported the City will be receiving a 6.5 million dollar grant from CDOT for devolution of the highway from the ramp off I-70 to the Rifle Bridge, west of town. The bridge needs to be replaced at an approximate cost of 4 million dollars. Rifle will take over the surface rights of the roadway. There will be new street designs, sidewalks and entry area into Rifle redesigns. The jersey barriers will likely be removed soon.

E. National Youth Bike Race – Downtown Rifle Criterion

The City reports they have been contacted to hold the 2014 Colorado Mini Classic which supports and structures amateur competitive cycling in Colorado. They have been in Silt for the past 3 years, but feel they are outgrowing the town. It should draw between 150 to 200 youth cyclists. They are proposing a time trial to be held up on Airport Road, a road race on Silt Mesa, and a criterion in downtown Rifle. A motion was made by Stuver, seconded by Brands to encourage City Council to pass a resolution to support the event. The motion passed unanimously.

E. Other

Lindquist indicated the City is moving forward on placing solar panels on the top tier of the downtown parking garage. The City received a grant of \$140,000 to help make City Hall a 'Net Zero' consumption building within 20 years.

Rickstrew indicated he will speak with the Timberline Sporting Goods owners about the mural on their vacant building on the west exterior wall containing the Remington image of the horse and rider and the elk. The DDA, years ago, made a sizable investment for this project and would like to see it maintained.

8. PROJECTS

A. Holiday Lighting

Rogers reported the large banner lights, wreaths and elk banners will go up on the lights the week before Thanksgiving. She and Sandor will decorate the trees with the LED lights with a different twist this year.

B. Bus Shelter, CDOT Park-n-Ride

Apparently, the two Bus Shelters were removed from the A-1 Traffic Control yard stating they have not heard from the City or Eagle Scout. CDOT is unhappy with the situation as they were given to A-1 to hold for the Eagle Scout for his project.

C. Way Finding Locations

Rogers and Nathan Lindquist continue to identify locations for Wayfinding along Railroad Ave. Rick Barth is designing curb extension which may be suitable for Wayfinding locations.

D. Pedestrian Crossing Signage

Bobby O'Dell indicated he would be able to install the two signs within the next two weeks by the City O&M Dept.

E. Bulb Planting

The Main Street Committee has indicated they would be interested in helping to plant bulbs in the downtown area. Saturday, November 23rd from 9am-noon.

F. UTE Event Center Celebration

The plan is to have a community celebration for of the opening of the UTE this winter.

G. Rifle Boat Ramp Relocation

Rogers reports Wells Fargo will be contributing \$1,000 toward to Boat Ramp Construction. Rogers continues to be in contact with CDOT's Environmental people and ROW Manager Kathy Freeman. She indicates they should have the environment portion done soon.

H. Rifle Heritage Gateway Sign

Rogers continues to work with Rifle Historic Society toward the completion of the gateway sign project in conjunction with the Northwest Colorado Cultural Heritage Tourism Committee.

I. Farmer's Market

A committee will be formed out of the Main Street Committee to look into bringing the Farmer's Market back to the downtown area, likely at the 2nd St. Community Lot.

9. MAINTENANCE:

A. Snow Removal

Rogers has spoken with Tom Coqlin regarding snow removal. He would like to do it again this year providing he can get his blade fixed.

10. ADJOURN

Respectfully Submitted,

Helen Rogers
DDA Manager