

# DDA

Downtown Development Authority  
Rifle, Colorado

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SPECIAL MEETING MINUTES  
Wednesday, December 11, 2013  
Rifle City Hall

**1. CALL TO ORDER:**

Chairman, Jay Rickstrew called the meeting to order at 8:02 a.m.  
Members Present; Michael Langhorne, Gil Frontella, Randy Winkler, Sally Brands, Tom Stuver and Wilma Paddock  
Members Absent: Nella Barker  
DDA Manager Present: Helen Rogers  
Guests Present: Nathan Lindquist; City of Rifle Planning Director.

**2. APPROVAL OF MINUTES:**

A motion was made by Langhorne, seconded by Frontella, to approve the minutes of November 6, 2013, approving unanimously.

**4. FINANCIAL REPORT:**

The Financial Report was presented for review. A motion was made by Paddock, seconded by Frontella to accept the financial report as presented. The motion passed unanimously.

**4. BILLS TO BE APPROVED:**

1) Mr. Power S, Holiday Lights Installation, \$200. A motion was made by Langhorne, seconded by Barker, approving unanimously.

**5. MANAGER'S REPORT:** Report sent by email prior to meeting.

DDA Administration – 68 hrs. (Main Street – 20 hrs.)

- A lot of time was spent towards promotion of the December First Friday Main Street event which is this Friday, Dec. 6th. The annual Window Display contest will occur, along with a tree decorating contest on the 2nd St. Lot. The winning tree will be awarded a \$250 Shop Rifle Gift Certificate. The Rifle Library will host Art in the Stacks with a 5 area women photography exhibit and reception. Other events going on that night are the Midland Arts Open House, Ladybug Express Open House, East Third Street Open House including Miller's Dry Goods and Blush Salon. Also Symphony in the Valley is holding their Holiday Choral Festival up at the High School.
- Holly Days is not occurring, but Blair is still coordinating hay rides with the draft horses on Sat. starting at the Library, and making a loop around the downtown to include events at Ladybug Express.
- Rifle Main Street also promoted Small Business Saturday this past Sat., Nov. 28th with several businesses participating. The incentive was to buy at least \$15 worth of

goods and bring the receipt over to the Chamber this week for a \$300 Shop Rifle Gift Certificate drawing.

- Attended a Chamber Seminar on Social Media.
- Spoke with Winchester Motel owners regarding new sign 'Gateway Lodge', and new paint incentives.
- Coordinated frame construction for Middle School Mural, VIF approved payment for it at \$700. Need a location for the Mural.
- Met with Donna Roberts of Zoey Life Soapworks regarding a flag sign for better visibility for her store on Railroad Ave.
- Coordinated the Downtown Holiday Decorations.
- Planted 200 bulbs on 3rd St. last Friday with City Planner, Hanna Klausman.
- DOLA Reps will be in Rifle Dec. 12th for the year end visit for the Main Street Program.
- First Farmer's Market Meeting occurred. Possible grant money available from LiveWell Colorado Program.
- 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 – .5 hrs.

- Interior renovation continues with projected date of completion by PNCi, the General Contractor, by then end of January. The new roof is complete and the HVAC is in progress.
- RFP's for the interior murals went out and 5 groups responded. The artist's renderings are due this Friday, Dec. 6th.

#### Visitor Improvement Fund – 12.5 hrs.

- Received \$1,000 contribution from Wells Fargo and \$1,000 from the Deardorff Memorial Trust toward the matching grant money needed to apply for the GoCo Grant for the Proposed Relocation of the Boat Ramp. It was suggested we apply for an FMLD grant for the matching county funds in February, 2014 from County Commissioner Mike Samson. We still need \$3,000 more to complete the \$40,000 collected to ask for the match.
- Recent emails indicate CDOT will sign the Lease Agreement soon as they have asked and received the \$1,250 needed for the first five years of the lease at \$250 per year.
- Received a letter of support from the Colorado Dept. of Parks and Wildlife for the Boat Ramp Relocation and should be receiving one from Garfield County Search and Rescue.
- Met with the Rifle Historical Society to continue work on the Gateway Signage. They expressed interest in joining with the Rifle Museum Board. A meeting needs to be set up with both groups to help facilitate the discussion in the Spring.

## **6. CHAMBER UPDATE:**

Frank Ladd was not available to give the Chamber Report for the Special Meeting.

## **7. NEW BUSINESS:**

### **A. RREDC**

Langhorne reported Kroger (City Market) has signed a contract for Lot 1 across from City Market on 14<sup>th</sup> Street and Railroad Ave. to provide a discount gas station. They hope to be open in the Spring. Kroger also became a corporate member by contributing \$35,000 to the RREDC.

### **B. Meeting with Council / DOLA re: Main Street**

The intention of the Special Meeting was to discuss the Main Street Program and come to a consensus regarding the DDA's position on Main Street. The Board realized the program has been in place for three years in a 'Candidate' phase, allowing for part-time employees. DOLA would like for Rifle to become a 'Full' Main Street Program and with our population (over 5,000) we would need to have a full-time employee. Discussion centered around whether the position could be two people creating one full time position, or moving the DDA Manager position into a 75% work week. Also, questions around whether the position would have benefits, as the City may not have the funds for that.

A motion was made by Stuver, seconded by Langhorne for the DDA Board to cooperate with the City of Rifle to advocate for a full time employee and to continue to develop a Main Street Program with the DDA. The motion passed.

Later in the evening, during the workshop, Rickstrew stated he would meet with Matt Sturgeon, City Manager, and Michael Langhorne, RREDC President and work out the details of the Main Street position.

### **C. Reschedule January Meeting**

The January meeting was rescheduled for January 8<sup>th</sup> as the 1<sup>st</sup> Wed. in January falls on New Year's Day.

### **D. Manager Contract for 2014**

A motion was made by Stuver, seconded by Paddock to extend the DDA Manager's Contract for the months of January and February, 2014, or until such time the Main Street position is resolved. The motion passed.

## **10. ADJOURN**

Respectfully Submitted,

Helen Rogers  
DDA Manager