

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, March 5, 2014 Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew called the meeting to order at 7:03 a.m.
Members Present; Gil Frontella, Randy Winkler, Sally Brands, Tom Stuver,
Members Absent: Michael Langhorne, Wilma Paddock, and Nella Barker.
DDA Manager, Helen Rogers
Guests Present: Matt Sturgeon; City Manager, Nathan Lindquist] Planning Director,
Frank Ladd, CEO Rifle Chamber, Tricia Cleis, Rifle Growing Community

2. APPROVAL OF MINUTES:

A motion was made by Stuver, seconded by Winkler, to approve the minutes of February 5th, approving unanimously.

4. FINANCIAL REPORT:

The Financial Reports were presented for review. A motion was made by Brands, seconded Frontella to accept the financial reports as presented. Stuver had a question regarding the City's Financial Sheet. The motion passed with Stuver expressing a no vote as he did not understand a portion of the City's Accounting. Rogers will ask if Charles Kelty, Finance Director, can attend the next DDA meeting and explain the figures.

4. BILLS TO BE APPROVED:

1) VIP Trash Services, Oct.2013, \$150. 2) VIP Trash Services, Dec., 2013, \$150.
3) VIP Trash Services, March \$150. A motion was made by Stuver, seconded by Frontella, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration - 54 hrs. (Main Street – 13.5 hrs.)

- Attended the DOLA/Main Street Quarterly Meeting in Denver, Feb. 4th. Disaster Preparedness with regards to Lyons, Colorado was discussed along with a presentation from the Red Cross and what role they play in disaster relief.
- Attended Colorado Preservation, Inc.'s Annual Conference at the Convention Center. Seminars of interest included Buffalos Young Preservationists (BYP). From 1950-2010 half the population dropped, the City owned ½ the properties which were mostly vacant lots. A group of young professionals started to get together during monthly happy hours or in coffee shops, creating a loose organization - not 501-c-3. They were moving into these more affordable parts of town that were becoming derelict. They started adopting buildings to help

building owners clean them out, paint the façade or help potential buyers connect to builders. They created 'Heart Bombs' where they would place large hearts on buildings to save them from demolition and help draw attention. 'Heart Bombs' are now happening in New Orleans, Cedar Rapids and Wheeling, WVA. Their mission is to engage, educate, and mobilize the next generation of community minded citizens through preservation, advocacy and action. Now have 1200 members. Their building web site is Preservation Ready.org or the FB Page is Buffalo's Young Preservationists.

Also attended a site tour of 'The Source' located in the North River District along the Platte River in Denver. They renovated a refinery warehouse and placed entrepreneurial businesses and start-ups in the building, including artisan breads, a flower shop, wine shop, a small gourmet market, a coffee shop, a distillery from Hotchkiss, 2 indoor /outdoor restaurants and a micro-brew bar in the facility, thereby sharing the overhead cost of the facility. A bank also went in. It has an open market feel with a year round capability.

- Main Street promotions and meetings continued for February. The First Friday event occurred Friday, Feb. 7th, at the Big Corner Bar with food catered by DeMarco's Fettuccini. A good turnout. The next event will be at Fiesta Guadalajara on March 7th.

A recent decision regarding First Fridays was to try and get the retailers to take more ownership in the event and get them to promote their store or block by taking a specific month.

DOLA is sponsoring a Free Marketing and Retail Workshop, here in Rifle, March 20th from 5:30-7pm at the Library.

- The Farmer's Market Committee continues to meet semi-weekly and developed a market application as well as a Face Book Page. We've had over 1200 hits in one week on the FB page. The market is schedule from June 27th through Sept. 26th on the 2nd St. Lot.
- The Middle School Mural installation is in progress by the Parks Dept. to go up on the west wall of the Gateway Lodge (i.e. The Winchester) on Railroad across from the Middle School.
- 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.

UTE Event Center Update – 1.5 hrs.

- Grand Opening Celebration is being planned – probably late April or May.
- Auditorium ceiling is being painted along with installations of the acoustic ceiling panels and clouds. Lighting and sound is next.
- Muralist presently working on the Lobby Area.

Visitor Improvement Fund – 17.5 hrs.

- The Fishing is Fun Grant application was sent off to the Colorado Parks and Wildlife, due today, March 5th for the proposed Rifle Boat Ramp Relocation. We will need to present the application in May – hopefully in Grand Junction.

- Continue to work on the narratives for the Northwest Colorado Heritage Gateway Sign. Gathering new and historic photos. VIF Contributed \$4,500, matching Garfield County's \$4,500 contribution for the project for Rifle. Next meeting scheduled for March 10th at the Rifle Library.

6. CHAMBER UPDATE:

Frank Ladd highlighted several events taking place over the month of March, reminding the board the Silt Chamber and Rifle Chamber have combined forces. They will be sponsoring a Silt Candidate Forum on March 11th. The Dept. of Local Affairs/Main Street is sponsoring a Retail Marketing Workshop given by the P3 Group from Denver on March 20th, at the Rifle Library. The RF Business Resource Center along with CMC will be giving a Spring Business Seminar Series. The topics are: How to Start a Business, CMC Carbondale on March 19th; Understanding and Troubleshooting the Bookkeeping Process, CMC West Garfield on March 27th. The Business after Hours for March will be at the Rifle Creek Golf Course's managing restaurant, Mulligan's, on March 25th.

7. NEW BUSINESS:

A. Rifle Growing Community, Tricia Cleis

There is a movement to solicit local businesses and property owners to promote and develop a culture and opportunities for growing food, cooking and sourcing local products, and second, to build on Rifle's wealth of voluntary sector engagement to develop new links and partners concerned with the future of growing food, educating the public and stimulating the local economy.

They are asking people to simply think about planting vegetables and/or herbs along with their typical landscaping and flower displays or create new areas for growing edible food.

Rickstrew indicated Alpine Bank could plant vegetables outside the bank instead of flowers this year. Rogers indicated seeds could be planted in the DDA curb extensions.

B. RREDC Update

The City Market Filling Station on 14th and Railroad is under construction and progress is being made. Frontella mentioned the ad in the paper talking about affordable housing in the downtown area as presented by Langhorne to City Council at their last workshop. His concerns centered on what is really affordable housing and who are they trying to target. Winkler indicated the plan has been to bring housing to the downtown area for quite some time including mixed use development with retail on the ground floor and housing above. There is an opportunity to create a public/private partnership with developers along with grant available money. The project continues to be explored.

C. Main Street Program Update

Nathan Lindquist presented the Main Street Design Work Plan. There are many projects listed and funding for all has not been secured at this time. Projects include;

- Improving the gateway intersection of Railroad and Hwy 6.
- Improve Railroad Ave, from Centennial Pkwy to 5th St.

- Improve Rifle Creek Trail area at W. 3rd St.
- Replace awning on the County Building.
- Improve South Bank of the Colorado River including Boat Ramp and River Trail
- Work with Main Street Architect, Tim Stroh, on 3rd and 4th St. building improvements.
- Historic Truss Bridge – obtain a Historic Structural Assessment through the State Historic Fund.
- Create Shade Structure for 2nd St. Lot.
- General Beautification Projects – summer season flower pots, Spring Community Clean-Up Day, Removal of old banner poles.
- Northwest Colorado Cultural Heritage Tourism – construct historic gateway sign for Rifle.

D. Railroad and W. 2nd St Design

Rogers mentioned the stop sign as well as the corner red CMU blocks were destroyed by a truck turning too sharp on Railroad Ave. This is the 3rd time something like this has happened. The turning radius is too short for trucks due to the concrete turning lane onto W. 2nd St. from northbound Railroad Ave. Perhaps a sign could be put up restricting trucks from turning right. Board members asked if there could be more police effort in the area. Matt Sturgeon stated he would speak with the Police Dept.

E. Other

Timberline Sporting Goods west wall with the Remington Rider will be repainted. A motion was made by Frontella, seconded by Brands to spend the money to get it done. Rogers will write up a release form for the owners of Timberline, so the DDA or painter is not liable if something goes wrong. Rogers will also contact the original muralist, Kenda Spaulding to see if she has a picture of it.

8. PROJECTS

A. Spring Community Clean-Up, Sat. April 26th

Alpine Bank will again generously contribute \$1,500 towards the Clean-up. The Main Street Committee continues to plan the event this year. Rogers will be coordinating it.

B. UTE Event Center Celebration

The Grand Opening Event is planned for late May. Blair Bracken along with the New Ute Theatre Society are making plans for the Gala Event.

C. Rifle Boat Ramp Relocation

The Colorado Dept. of Parks and Wildlife, Fishing is Fun Grant for the Boat Ramp Relocation Construction was delivered to the Grand Junction Office, March 5th. A presentation will occur in May 6th.

D. Rifle Farmer's Market Downtown

Renewed discussion on having the Farmer's Market under the solar panels on the upper level of the parking garage. Rogers stated she will be meeting with the Farmer's Market Committee and will discuss this. Vendor applications are complete.

9. MAINTENANCE

A. Street Lights

Rogers to continue to work with City Crews to order/repair the lights.

10. ADJOURN

The meeting adjourned at 8:15 am.

Respectfully Submitted,

Helen Rogers
DDA Manager