

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES
Wednesday, April 2, 2014
Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew called the meeting to order at 7:04 a.m.
Members Present; Gil Frontella, Randy Winkler, Sally Brands, Tom Stuver, and Nella Barker
Members Absent: Michael Langhorne, Wilma Paddock
DDA Manager, Helen Rogers
Guests Present: Nathan Lindquist, Rifle Planning Director, Ed Arnold, Property Owner

APPROVAL OF MINUTES:

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

4. FINANCIAL REPORT:

The Financial Reports were presented for review. Charles Kelty, Finance Director, attended the meeting to discuss accounting principles and how the reporting is done. He offered to change the format so it is more understandable. A motion was made by Stuver, seconded Frontella to accept the financial reports as presented.

4. BILLS TO BE APPROVED:

1) Gil Frontella for downtown Maintenance payment, \$80.00. 2) Gil Frontella for snow removal payment to Early Bird Lawn Service, \$136.00. A motion was made by Stuver, seconded by Winkler approving unanimously.
Later in the meeting, Winkler presented two signage reimbursements for Silverman Law Office, \$708.72. (2/3 = \$467.76) and Big Kids Corner Bar, \$486.68. (2/3 = \$321.21) A motion was made by Frontella, seconded by Barker to approve payment of 2/3rds the cost of the signs. The motion passed.

5. MANAGER'S REPORT:

DDA Administration - 69 hrs. (Main Street/Farmer's Mkt/Renew Rifle – 34.5 hrs.)

- Main Street promotions and meetings continued for March. The First Friday event occurred Friday, March 7th at Fiesta Guadalajara. April's First Friday will be at Mistyoga, where she will show a film, called 'I Am'. The Rifle Chamber has been contributing \$100 for refreshments.
- Another Rifle Main Street event was a free Retail and Marketing Workshop, sponsored by DOLA was held at the Library, March 20th. The presenter, Natalie Gregory, from the P3 Group in Denver, presented some interesting strategies for

marketing. One was 'Google Place'. Very few businesses in Downtown Rifle are listed as opposed to the larger chains on Airport Road. Social Media continues to surge to the forefront of advertising.

- The Farmer's Market Committee continues to meet. Vendor applications have gone out as well as being posted on Facebook. The market is scheduled from June 27th through Sept. 26th on the 2nd St. Lot. I'm writing grant application to the Rifle Community Foundation and the Visitor Improvement Fund. I met with Eagle Springs Organic to see if they would like to participate – still pending.
- Met with Michael Bennett, Publisher with CMNM. Willing to donate half the cost for Main Street and Farmer's Market Advertising.
- The Middle School Mural was installed by the Parks Dept. on the west wall of the Gateway Lodge (i.e. The Winchester) on Railroad across from the Middle School. A plaque is being developed.
- Started planning for Renew Rifle, Spring Community Day, Sat., April 26th, creating a flyer for distribution and banner that will be hung on the log buck 'n' rail fence on Railroad. The Rifle Parks Dept. has ordered 250 spruce tree seedlings for free to individuals as part of Arbor Day. They will be handed out as part of Renew Rifle. Volunteers are needed to help with mulching, planting, weeding and possibly painting. Lunch will be provided by Shooters Grill. This project is made possible by a generous donation from Alpine Bank.
- Listened to a very good Webinar from DOLA Main Street, along with City Staff, on Walkable Cities by Jeff Speck, who wrote the book.
- 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 - 4.5 hrs.

- Grand Opening Celebration is being planned for Friday, May 23rd. Local events will be performing throughout the afternoon along with the Johnny 'O' Band from Boulder who has been a supporter for many years and was raised in the area.
- There will be a soft opening on May 2nd, an open house as part of First Friday.
- The Lobby Area is essentially done.
- RFP's went out for the Concession Stand. Due April 25th.
- The Auditorium ceiling is complete, with acoustic tiles, acoustic clouds that contain lighting, and 6 large chandeliers.
- The movie screen has been hung along with sound coming from the stage area.
- The Muralist, Lisa Wuerker, is presently working on the Auditorium Walls.
- Photos have been posted on Facebook.

Visitor Improvement Fund – 11 hrs.

- On March 12th, a joint meeting of the Rifle Historical Society and the Rifle Museum Board was held along with City Council members and staff and myself and Gil to discuss the merging of the two boards and how best to make the Rifle Creek Museum a more viable asset in the downtown. The Boards will continue to meet and work together to create a strategic plan and fund raising strategies.

- The Fishing is Fun Grant application was sent off to the Colorado Parks and Wildlife, March 5th, for the proposed Rifle Boat Ramp Relocation. A May presentation will occur to the CPWD – hopefully in Grand Junction.
- A collection of area photos were sent to the graphic designer in Denver for the Northwest Colorado Cultural Heritage Gateway Signage. Dick Rhoades agreed to write the energy and geology section.

6. CHAMBER UPDATE:

Celebrating 60 Years!

Saturday March 8th marked the celebration of 60 years of incorporation for the Rifle Area Chamber of Commerce and our Annual Dinner and Awards Banquet. Thank you to our special event sponsors who helped make this year's event possible: **Cheryl and Company Real Estate, Hampton Inn and Suites and NLS Business Solutions**. Also, a big congratulation to our 2013 award winners:

Becky Mall was named the first Ambassador of the Year by the Chamber Ambassadors, a group of volunteers who help welcome new businesses to Rifle and take part in other functions.

Kristine Llacuna, owner of Lady Bug Express in downtown Rifle, was given the Woman of Distinction award.

Dan Niedbalski, a senior vice president of Alpine Bank, was named Person of the Year and received the Oren H. Harmon Memorial Award, named after one of the chamber's founders.

The Jim Lord Agency-American Family Insurance won the Business of the Year award. Karen Rhoades received the John B. Scalzo Lifetime Achievement Award from the award's namesake, John Scalzo.

Thank you as well to all the members helping on the committee, everyone that donated items for the live and silent auctions, Lynne Miller and her Grand River Café Staff and to Rockin Rob With Boogie Down Lights and Sound for providing awesome music.

As I write this it appears spring may have sprung on our bustling City and with it will come the call of "Fore" at Rifle Creek Golf Course. Yes it is that time of year, the 35th Annual Weiss and Associates Golf Tournament, Friday May 2nd. The fun starts at 9am with a shot-gun start, 2 person scramble. Entry fee is \$100 per person thru Friday, April 25, \$125 after. Entry Fees will include tee, cart, and Lunch catered by Mulligan's. Chance to win a 2014 car from Mountain Chevrolet, plus many other great prizes & giveaways! Also sponsored by 360 Insurance Company, Perma-Chink Systems, and Micro Plastics. Register on line at riflechamber.com or by calling 625-2085 Ext.4

Space as always is very limited, so get signed up quick or give Gina a call for sponsorship opportunities if you're not a golfer but want to help out.

Please join us at Grand River Health for the 2nd Williams Midstream Energy Briefing breakfast in 2014, Thursday April 17. David Ludlam, Executive Director with West Slope CO Oil and Gas Association. David's topic will be: Business Energy and Engagement-Strengthening our Community's Voice.

Don't miss this month's Business after Hours in Silt, 5:00 to 7:00 PM, Tuesday April 29th. Randy and Ramona Yeager with Canyon Cleaners will be your hosts, 2100 Horseshoe Trail Silt. Join us for a fun evening of food, friends, and fun!!!

We have a lot of very exciting news that will be coming your way soon concerning member benefits. Your Chamber Staff and Board of Directors are working hard to make your membership work for you and your business. Stay tuned!

Last but certainly not least I would like to bid farewell to one of our Board members; Bobby Seidlitz with Elwood Staffing (formerly SOS) will be accepting a transfer to Amarillo TX beginning in April. Thanks Bobby for all your hard work and nothing but best wishes for you and your family in the next adventure.

Please and as always, remember to support our communities (Rifle and Silt) by shopping local whenever possible, have a great April!

7. NEW BUSINESS:

A. RREDC Update

Brands reports Mel Kent continues to manage projects as a contract employee. The RREDC has refocused their energy on businesses in the community. They received a grant from Garfield County for \$25,000.

The City Market Filling Station on 14th and Railroad plans to open by the end of April.

B. Comp. Plan Update and Mobile Vending Code Update

Nathan Lindquist reported the adopted Comp Plan of 2009 is a 25 year plan but needs to be reviewed every five years to ensure the goals of the plan are relevant as the community and the economy continue to change. One issue is looking at downtown building codes to reflect building coverage of 40% of the lot. The need to update the downtown code to reflect the Downtown Strategic Plan and improve the coordination between the Code and likely development types.

Another recent change of the code was a text amendment concerning temporary uses of small mobile vendors. The Rifle Planning and Zoning Commission unanimously passed a motion to allow seasonal food sales such as snow cones, lemonade, ice cream and other non-entrée items to be permitted in the Community Service (CS) and Tourist Commercial (TC) zone districts, not to exceed five months out the calendar year. Seasonal food sales shall be limited to a trailer or other structure no greater than 10'x10' in size.

The Main Street Committee will apply for a mini grant from DOLA of \$6-7,000 to help pay for the shade structure for the Second Street Lot.

The Junior National Bike Race Criterion has been changed to Sunday, May 25th, of Memorial Weekend and will be set up on Railroad Ave. to E. 3rd St. down East Ave. to E. 8th St.

C. Flower Pot Bids

Rogers obtained 3 bids for the downtown flowers. Alpine Gardens (\$3,000), Niemann Gardens (\$2,400) and Ladybug Express (\$2,250). A motion was made by Brands, seconded by Stuver to accept the bid from Ladybug Express.

D. Other

Brands expressed interest in taking a look at the retaining wall and fence in the DDA parking lot by the Rifle House. It is falling in and needs repair.

Rickstrew stated there was a petition going around to extend the two-hour parking restriction on 5th Street to 5 hour Parking.

Ed Arnold asked if the light pole was going to get fixed on W. 2nd by the Brenden Theater Parking Lot as well as the tree well that was cemented over on West Ave. by the Phillips 66 Station. He also asked if the City was going to take care of the dead plants on W. 2nd St. Winkler stated the City should be taking care of the plants. Rickstrew stated he would look into it as well.

8. PROJECTS

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

Rickstrew indicated he will ask Alpine Bank employees to participate this year as they generously contributed \$1,500 towards the Clean-up. DDA Board members indicated they would like to see more direction given to volunteers as to how they can participate and be productive.

B. UTE Event Center Celebration, Friday, May 23rd

The Grand Opening Event is planned for late May. Blair Bracken has resigned so other City Staff along with the New Ute Theatre Society are making plans for the Gala Event.

E. 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 on or around May 6th.

D. Rifle Farmer's Market Downtown

The Market Committee agreed to move forward on having the Farmer's Market on the Second Street Lot as visibility will be a key asset in returning it to the Downtown.

9. MAINTENANCE

A. Irrigation System Start-Up

Rogers will coordinate start-up the end of this month or the first part of May.

10. ADJOURN

The meeting adjourned at 8:20 am.

Respectfully Submitted,

Helen Rogers
DDA Manager