

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, July 2, 2014 Rifle City Hall

1. CALL TO ORDER:

Past Chairman, Sally Brands, called the meeting to order at 7:02 a.m.
Members Present; Gil Frontella, Randy Winkler, Nella Barker, Wilma Paddock.
Members Absent: Jay Rickstrew, Michael Langhorne, and Tom Stuver,
DDA Manager Present: Helen Rogers
Guests Present: Nathan Lindquist, Rifle Planning Director, Frank Ladd, CEO, Rifle Area Chamber of Commerce, Ed Arnold, Daniel LeMoine

APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker to approve the minutes of June 4th, approving unanimously.

4. FINANCIAL REPORT:

The Financial Reports were presented for review. A motion was made by Brands, seconded Paddock to accept the financial reports as presented.

4. BILLS TO BE APPROVED:

1) Mountain View Tree Farm, Shrubs for 4th St.; \$266. 2) Mr. Power S. Downtown Maintenance, Sidewalk Cleaning, Pruning, Watering flower pots, \$2,829.83. 3) All About Sprinklers, Valve Controller; \$250.00. 4) Arroweld, Tree Grates; \$520.00 5) VIP Trash, June \$150, July \$150. 6) Gil Frontella, Downtown Maintenance, \$525. A motion was made to approve the bills by Paddock, seconded by Barker, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 79.5 hrs. (Includes Main Street/Farmer's Mkt

- Main Street First Friday event was held at the New Ute Events Center, sponsored by the Rifle Chamber. A Business Expo inside the Ute was held during the day with an evening concert by Acoustic Mayhem.
- The First Farmer's Market was held this past Friday, which contributed to a lot of my time this past month including banner coordination, site design layout for vendors as well as marking the parking lot for vendor location, shade structure location, and general financial issues as I am the treasurer. Attendance was around 4-500 people throughout the night. The Shade Structure went up without complication and the children enjoyed the

mister. Popular vendors were Clarks Family Orchard and Grand River Cafes' Breads and Pastries.

- Maintenance issues included having the tree grates trimmed down by an area welder and we found four grates that needed to be trimmed, one on East Ave., two on 4th St. and one on West Ave.
- Trees and shrubs were pruned on 3rd and 4th Streets.
- There was a fire in the curb extension outside the smoke shop on W. 4th and Railroad. Shrubs were replanted yesterday and irrigation will be replaced today.
- 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 hrs.

- The New Ute Theatre Society continues to meet on a bi-monthly basis now, and is soliciting for sustainable memberships for the 2014-15 year.
- Several venues are in the works such as Riders in the Sky, July 18th, Fall Festival Ute Event on the First Friday of Oct., a joint Halloween Party with the BoomTown Players and NUTS, and a New Year's Eve Ball. A Community Concert Series is being planned for Dec. through April.
- The web site should be up and running soon with the help of Align Multimedia.

Visitor Improvement Fund - 5 hrs.

- We still have not heard from the CDPW regarding the 'Fishing is Fun' Grant we presented in Denver, May 6th. We asked for \$175,000. We should know soon.
- The Rifle Boat Ramp Project is 'shovel ready' - we just need to find the money. If unsuccessful with the CDPW, we may go for the LPOR Grant through GOCO in August but need around \$23,000 more in matching funds.
- The NWCCHT Gateway Sign are in the last stages of design and we hope to have them in production and up by the end of the year. The Rack Cards are very popular – especially throughout Garfield County Libraries.

6. CHAMBER UPDATE:

Frank Ladd, Chamber CEO, presented an update.

Women in Business will be held on July 15th at the Rifle Library. The topic will be The Rifle Area's Non-Profit Neighborhood. The BEATS (Business Education and Training Seminars) topic will be on Customer Service on July 17th at Grand River Health. People need to sign up for the Garfield County Fair Parade on August 9th.

7. NEW BUSINESS:

A. RREDC Update

Brands reported they have a pretty good list of prospective projects. There's been an increase in private investment groups contributing to the RREDC. Having Mel on board has really helped in making contacts.

B. Museum Parking

Rogers indicated she had received a call from Detective Miles indicating it was against the law to park in the designated Museum parking spaces while they are open, May through October. Rogers spoke with the Museum Board members and they indicated they only needed two spots. The question is whether cars will be ticketed if they park in those spots. Rogers has contacted RPD Chief, John Dyer, to see what could be done. He had not responded back at the time of the meeting. DDA Board Member Frontella indicated he knew of no written ordinance or law. Mayor Winkler concurred. Rogers will continue to look into this matter.

C. UTE Plaza Area - Nathan Lindquist

Nathan presented two designs of possible plaza areas in front of the UTE. One was non-permanent structure with a shade area, the other consisted of redesigning W. 4th St. to channel traffic away from the UTE canopy. DDA Board members preferred the non-permanent, more portable design.

Nathan indicated because of the new Water Plant cost estimates, applying for the large FMLD grant will likely not occur as the City will need to use that money for construction. The City may be able to apply for the smaller grant of \$25,000 or lower. At the previous meeting, the Board selected development of the outdoor patio/open space in front of the Ute Event Center, Wayfinding Signage and Sidewalk Improvements as the top three priorities.

D. Other

Nella Barker stated someone asked her why we couldn't have signs out on I-70 or coming into town stating 'Historic Downtown' as other towns do. Nathan Lindquist replied the devolution process is almost complete and there may be more flexibility in signage. However, some of the signage may have to comply with the FHWA.

Nathan Lindquist also indicated the City is looking at relocating the new water plant up on top of the Mesa off of 5th St., west of the Veteran Nursing Home. Access will be off of Hospital Road from Hwy 6&24. Planning and Zoning approved rezoning the land from Developing Resources to a Public Zone District at their last meeting. The City received a \$25,000,000 loan from the Colorado Water/Power Authority for the water plant and needs to start using that money or will need to reapply which may take several years. The ¾ Cent Sales Tax approved by the voters does have a sunset clause.

8. PROJECTS

A. Rifle Farmer's Market

(See Above in Manager's Report)

B. Rifle Main Street First Fridays

Rogers reports the Fireworks display was moved to the 3rd of July as well as Symphony in the Valley Concert. The Farmer's Market will feature classic cars for the July First Friday. The August First Friday business sponsor is Twisted Studios and Todo Mundo will be playing at Centennial Park.

9. MAINTENANCE

A. Old Banner Poles

Rogers will continue to speak with Bobby Odell, who states the removal of the tree sets of poles will occur at night because of traffic issues sometime this summer.

B. W. 4th St. Curb Extension Fire

Rogers was informed there was a fire on the NW corner of 4th and Railroad and had to be put out twice. It destroyed the shrubs and partially melted the flower pots. New shrubs were planted and a new irrigation system is to be put in today.

10. ADJOURN

The meeting adjourned at 7:51 am.

Respectfully Submitted,

Helen Rogers
DDA Manager