

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES
Wednesday, May 4, 2014
Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew, called the meeting to order at 7:00 a.m.
Members Present; Gil Frontella, Randy Winkler, Tom Stuver, Nella Barker, Wilma Paddock, Michael Langhorne, and Sally Brands.
Members Absent: None
DDA Manager, Helen Rogers
Guests Present: Nathan Lindquist, Rifle Planning Director, Frank Ladd, CEO, Rifle Area Chamber of Commerce.

APPROVAL OF MINUTES:

A motion was made by Barker, seconded by Langhorne to approve the minutes of May 7th, approving unanimously.

4. FINANCIAL REPORT:

The Financial Reports were presented for review. Property Taxes are due June 15th. 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, Mulch for Renew Rifle; \$780. 2) Micro Plastics, Flyers, Renew Rifle \$20. 3) Mr. Power S. Downtown Maintenance, Sidewalk Cleaning, Grate Cleaning, Elk Cleaning, Watering flower pots, \$1540. 4) All About Sprinklers, irrigation start-up, \$162.50. 5) Colorado Mountain New Media/Post Independent, Ads for Renew Rifle, \$51.17, \$51.16, \$51.17. A motion was made to approve the bills by Langhorne, seconded by Brands approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 35.5 hrs. (Includes Main Street/Farmer's Market)

- Took one week vacation.
- Main Street promotions and meetings continued for May. The First Friday event occurred Friday, May 2nd at Lady Bug Express. Kristine held a Mother's Day drawing, provided drink coupons to the Big Kids Bar and had appetizers and drinks. The next First Friday event will be at the New Ute Events Center, sponsored by the Chamber. A Business Expo inside the Ute will occur during the day with an evening concert by Acoustic Mayhem. Food, other performances and events will occur throughout the day.

- The Farmer's Market Committee continues to meet. Grants awarded so far for the project are the Rifle Foundation (\$2,000), LiveWell (\$3,094) and the Visitor Improvement Fund (\$5,000 pending). The market is schedule from June 27th through Sept. 26th on the 2nd St. Lot. Vendors signed up so far are Clarks Family Orchard, Grand River Café Bakery, Colorado Mt. Honey, Summer's Studio, Kayla's Naturals, Rifle Creek Historical Society, Twisted Silver, Rifle Animal Shelter, Roaring Fork Grill, Lucky Dog, Sew & Sew, Rifle Growing Community, Jolynn Fabric Store, Decadence Cheesecake, Gray's Fresh Eggs & Produce, US Forest Service, and others.
- The Flower Pots were set out from Ladybug Express on Sat. May 24th.
- Irrigation Systems were turned on by All About Sprinklers on May 29th.
- The Curb Extension Gutters were cleaned out on 3rd and 4th Streets.
- The two street light poles, one located on the corner of W. 3rd and West Ave., and the Brenden Theater parking are on W. 2nd St. were installed this past Friday, May 30th.
- 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 – 12.5 hrs.

- The Soft Opening / Preview Celebration was held Friday, May 23rd. Several hundred people attended and were delighted with the Ute and what it has to offer the Rifle Community. The night started off with the Artilluma Dance Company, along with BoomTown Players, Folklorico de Mexico Dance Troup, Matt Skinner, and the Johnny'O Band who graduated from Rifle High School, now living in Boulder, played at the event.
- The New Ute Theatre Society continues to meet on a monthly basis, and will be soliciting for sustainable memberships for the 2014-15 year.
- Volunteers are needed to help with the 5 categories identified for programming; Performing Arts - Theater, Dance), Visual Arts – Film Series, Sports, Art Shows Shows), Musical Arts – Concert Series, Bands, Children's Programming and Social Media - Marketing and Promotions.
- Upcoming events will be a Halloween Party with the BoomTown Players, Fall Festival Events and a New Year's Eve Gala.
- NUTS has hired Align Marketing Group, Marc Rassel, Aaron Diaz, and Ryan Mackley to create a new web page, take photos and to make professional videos of events at the Ute.

Visitor Improvement Fund - 6.5 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 this month.
- CDOT indicated through an email, their chief engineer has signed the Lease Agreement for the 12 acres where the boat ramp and trails will go. Sent to Matt Sturgeon.
- Also the Army Corp of Engineers approved the 404 Permit for construction of the ramp into the Colorado River – good until 2017 when they will be rewriting the permit process. Construction needs to take place between Sept. 1st and November 30th to protect the endangered fish species per USFWS.
- All the permits are in order- we just need to find the money. If unsuccessful with the CDPW, we'll go for the LPOR Grant through GOCO in August.

6. CHAMBER UPDATE:

Frank Ladd, Chamber CEO, presented an update.

The 2nd Annual Business Expo is June 6th at the New Ute Events Center. Twenty businesses are expected to be there presenting their information from 12-7pm. Several other entities will be located in front of the Ute such as Rifle Animal Shelter, Rifle Moms for Moms, Bookcliff's Art Center Pastel Class, and Sol de Mexico Dance Troup.

As part of Rifle Main Streets First Friday event, the Leonard Curry Trio will be playing at 5pm followed by Acoustic Mayhem from 7-9pm.

Women in Business will be held on June 17th at the Bookcliff's Art Center. A Rig Tour opportunity for those who are interested in scheduled for June 26th. Sammy's Rocky Mountain Steak House will be hosting the Business after Hours this month on June 24th. People are starting to sign up for the Garfield County Fair Parade on August 9th.

Several representatives from the State Legislative sessions will be attending the Chamber Government Affairs informational meetings the 2nd Tuesday of the month.

7. NEW BUSINESS:

A. RREDC Update

Langhorne reported he was invited by City Market to attend the International Real Estate Convention in Las Vegas. He was part of a Colorado Business Contingency speaking with Site Selectors for the Western Slope. The RREDC has received 14 perspective calls from interested parties.

The RREDC has become the Fiscal Agent for the Rifle Farmer's Market.

B. Downtown Streetscape Plan Priorities/Grants - Nathan Lindquist

Nathan presented a packet of materials listing completed downtown Rifle projects and potential new projects and asked the DDA Board to prioritize the list. The Board selected development of the outdoor patio/open space in front of the Ute Event Center, Wayfinding Signage and Sidewalk Improvements. Nathan indicated he would like to apply for an FMLD Grant of \$150,000 to \$200,000 for downtown improvements, but needs matching money to apply.

Projects completed this year have been the Pedestrian Crosswalk on Railroad, Reuse of the 2nd Street Lot (Farmer's Market and Classic Car Rally) and the Mural on the Parking Structure.

C. Other

Regarding membership for the DDA Board Seats, as Michael Langhorne's time is up, he indicated he will write a letter to City Council to serve 4 more years. Tom Stuver indicated he would like to step down as he has served for 32 years and will be traveling and need to miss several future meetings.

Rogers will place an ad for Board Openings in the paper.

Board members are concerned about the weeds in the median as you come into Rifle. Now that Rifle has gained 'ownership' of the surface, who is responsible to

maintain it? Rickstrew indicated he will be meeting with Matt Sturgeon after the DDA meeting and will ask about it.

8. PROJECTS

A. Rifle Main Street First Fridays, June 6th
(See above)

B. Rifle Farmer's Market
(See Above in Manager's Report)

9. MAINTENANCE

A. Old Banner Poles
Rogers spoke with Bobby Odell. The removal of the tree sets of poles will occur at night because of traffic issues sometime this summer.

B. Curb Extensions
Rogers will coordinate to get them weeded this month.

C. Tree Wells
Rogers will pursue local welding estimates to have several tree grate rings taken off due to the trees growing into them.
Rogers will also look into the cost of new grates.

10. ADJOURN

The meeting adjourned at 7:54am with Langhorne making a motion to adjourn, Paddock seconded, approving unanimously.

Respectfully Submitted,

Helen Rogers
DDA Manager