

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, November 5, 2014 Rifle City Hall

1. CALL TO ORDER:

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

APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker to approve the minutes of October 1, 2014. The motion passed unanimously.

4. FINANCIAL REPORT:

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

4. BILLS TO BE APPROVED:

1) Mr. Power S., Flower Pot Removal and Storage; \$75.00 2) VIP Trash Removal; \$300.00 3) Micro Plastics; Welcome Hunter Banners; \$150.00. A motion was made to approve the bills by Frontella, seconded by Stuver, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 39 hrs.

- Rifle Main Street continues to meet twice a month. First Friday is this weekend and features Ladybug Express on W. 3rd St. Those who bring canned goods will be entered into a drawing for a \$150.00 gift basket, an angel tree is available to purchase gifts for children and make your own centerpieces for \$20 will be offered. The UTE will be hosting a Comedy Night with local comedians, starting at 7pm.
- The Main Street year end meeting with DOLA staff was held yesterday. The duration of a candidate status is 3-5 years and Rifle is in its 4th year. They continue to be supportive of what has been accomplished without a Full-Time Main Street Coordinator. The Farmer's Market took most of the committee's time and effort. Out of the 'Four Point' system of Organization, Economic Restructuring, Promotions and Design, Promotions seems to have come to the forefront with First Fridays and the Farmer's

Market. The RREDC's Revolving Loan Fund of \$75,000 for small businesses has not been used yet. Regarding Design, we're beginning to look into a Historic Structure Assessment for the bridge which is one of VIF's priorities and the wayfinding project is underway as well as sidewalk improvements. The City budgeted \$12,000 out of the Economic Development budget for 2015.

- Continue to attend planning meeting for the 'Hometown Holidays' Event which is scheduled for the first weekend in December. Johnson Construction is contributing \$1,500 and providing a large spruce tree for Centennial Park. A window display contest, scavenger hunt, craft fair and movie at the UTE and Brenden Theatres are part of the plans. The Parade of Lights will start at 6th St and go down Railroad Ave. with a bonfire at the 2nd St. Lot. See Flyer.
- Attended the Bookcliff's Arts Council Advisory meeting. They are in the process of revising their master plan to partner with other civic, educational, artistic and community groups to provide a broad range of activities and services to benefit our community. They would like to become more visible in the community. I suggested revitalizing the public art program in the downtown and Rifle Main Street has talked about holding art shows in downtown locations such as City Hall.
- Maintenance issues included picking up all the flower pots, getting rid of the organic material up at the Community Gardens and storing the pots in one of the City owned buildings. Also purchased three more pots from Neimann's Gardens which were on sale, replacing the ones that burned.
- Purchased four more orange 'Welcome Hunter' vertical banners to finish out 3rd St.

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 Theatre and Event Center Update – 11 hrs.

- The Intergalactic Halloween Party with the BoomTown Players and NUTS was a lot of fun last Friday night. Prizes for best costumes were given out, a photo booth was available and souvenir mugs were given out.
- Suzy Bogguss performed Sunday night.
- The Community Concert Series is being planned for Dec. through April. Possible shows will be Patsy Cline, Aspen Ballet, Bluegrass Band, and a Comedy Show.

Visitor Improvement Fund – 7.5 hrs.

- The NWCCHT Gateway Signs are just about finished. Hope to have the finished layout of photos and narratives by next month. Slow process when working with all of Garfield County towns.
- Attended 44 Ounces marketing presentation to determine where the dollars should be spent to market Rifle. Strong emphasis on millennials who get their information on line and are searching for cause driven activities. More to come on that.

6. CHAMBER UPDATE:

Frank Ladd, Chamber CEO, presented an update. The Annual Chamber Christmas party will be held at Farm Fresh Café, Dec. 4th. The theme will be 'A not so Silent Night' with karaoke available.

The Chamber is spearheading the Hometown Holiday Event this year, sponsored by Johnson Construction. The Committee is bringing back the Parade of Lights, Window Display Contest Scavenger Hunt and more.

The Government Affairs Committee will meet at Community Banks of Colorado, Dec. 9th.

Women in Business Holiday Lunch will occur on Tuesday Dec. 16th at Farm Fresh Café. There will be a gift exchange.

7. NEW BUSINESS:

A. RREDC Update

Brands reports Mel is working on several small business opportunities coming to Rifle. A mixed use development project is searching for land possibilities. The Henry Building where the County offices are located on E. 3rd Street is for sale at \$500,000. The County is looking into building a new building.

B. Wayfinding Update

An update was not available at this time. However, Nathan indicated the City received an FMLD Grant of \$25,000 from the County. Matching funding is coming from VIF (\$25,000 - committed), DDA (\$25,000 - pending) LiveWell (\$5,000 – committed) and Main Street. The money will be used for Wayfinding, the UTE outdoor patio and sidewalk improvements in the downtown.

C. Other

Rickstrew indicated he attended the DDA Budget workshop with Council. No changes were made. The contingency amount is \$10,000.

Nathan has created a downtown survey. Questions regarding events, First Friday effectiveness, and downtown improvements will be asked. The intent is to interview each merchant in person. The DDA Board would like to see if anyone is interested in serving on the Board and that question could be added to the survey.

Rickstrew requested Rogers to advertise again in the paper for DDA Board Member positions.

8. PROJECTS

A. Rifle Main Street First Fridays

November 7th – Ladybug Express

December 5th and 6th - 'Hometown Holiday' Dec. 5th and 6th

9. MAINTENANCE

A. Old Banner Poles

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

B. Snow Removal
Rogers is seeking three bids.

10. ADJOURN
The meeting adjourned at 7:42 am.

Respectfully Submitted,

Helen Rogers
DDA Manager