

# DDA

Downtown Development Authority  
Rifle, Colorado

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## MEETING MINUTES Wednesday, December 10, 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, Tom Stuver and Sally Brands.  
Members Absent: Michael Langhorne, and Randy Winkler.  
DDA Manager Present: Helen Rogers  
Guests Present: Nathan Lindquist, Rifle Planning Director and Ed Arnold, Rifle Citizen.

### **APPROVAL OF MINUTES:**

A motion was made by Paddock, seconded by Stuver to approve the minutes of November 5, 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., Christmas Lights Installation: \$310.00 2) VIP Trash Removal; \$150.00 3) All Around Sweeping and Snow Removal; \$450.00 A motion was made to approve the bills by Frontella, seconded by Stuver, approving unanimously.

### **5. MANAGER'S REPORT:**

#### **DDA Administration – 46 hrs.**

- The Rifle Main Street Committee met with the DOLA Reps from Grand Junction and Denver for a Year End on Nov. 4<sup>th</sup> which I spoke about last month. A copy of their report is available.

#### Organization

Work with the Colorado Main Street program to hire a consultant who will help facilitate discussions between all downtown stakeholders to determine the best method on how to fund a paid, full-time position. Having this additional person working towards Rifle's Main Street goals will help to engage a broader audience and relieve current pressure from city staff.

Attend trainings and webinars offered by the Colorado Main Street program, as well as trainings offered by partner organizations stipulated in the MOU. Also, consider calling into the Manager's Think Tank calls and accessing the files available on Google Drive.

Create a long term volunteer recruitment and recognition program to reward volunteers for their hard work. If you would like examples, please contact the Colorado Main Street program.

Rifle and the Colorado Main Street program will re-evaluate the long range plans and goals for the local program after the facilitated discussions regarding how to sustain a full-time manager. There is a possibility of a resource team visit to help create a five year plan for the local program.

There could be a possibility of moving to a project-based board once a full-time employee is secured. Pending that decision, moving to a project-based board should wait.

#### Design

The housing project could potentially bring more “feet to the street” and if it moves forward could make a positive impact for the downtown. Consider working with DOLA’s Division of Housing to help move the project along.

Engage with and invite the Arts Council to Main Street meetings. They could be an additional source of volunteers and fresh ideas.

Re-evaluate becoming a CLG. The choice to become one is completely up to the community. However, becoming a CLG could add more resources for Rifle from History Colorado.

#### Promotions

Continue with the great work behind the Farmer’s Market and First Friday events. They seem to be growing in popularity and in size.

Once a decision has been made regarding the paid position, consider adding a new event which could draw people from surrounding areas into Rifle, thus supporting your local business.

Think of ways you can update your existing webpage to make it feel more welcoming. Perhaps add a volunteer tab, which could have job descriptions on how the public can engage in downtown efforts.

Create and submit your 2015 calendar of events. Make sure to advertise all events in Rifle. The Colorado Main Street program will also help promote your events on Facebook and the quarterly newsletter.

Consider conducting a marketing plan to help create a stronger image of the downtown.

#### Economic Restructuring

Make sure to share the results of the survey with the business and property owners. More importantly, make sure to follow up on any findings from the survey. It could be damaging to relationships if nothing is done or if nothing is communicated back to those who were surveyed. Try to find out why businesses are not taking advantage of the incentives. Hold interviews with businesses that have accessed the resources and those who have not.

- Continued to attend planning meetings for the ‘Hometown Holidays’ Event which was this past weekend. Johnson Construction contributed over \$1,500. The two day event was very successful with close to a couple thousand people participating. Gina Reece Long should be commended for all her work in bringing the committee together. Friday night included the business scavenger hunt and window display contest along with Santa at the UTE, Choirs from Rifle High School and Coal Rifle High School, and the movie ‘A Christmas Story.’ Saturday’s events started with a Craft Fair at the UTE, ornament

making and a gift wrapping workshop at the Library with hay rides up and down East Ave. The Rifle High School Choir sang Christmas carols around town. A tree lighting ceremony took place at 5pm, hot chocolate was served at the 2<sup>nd</sup> St. Lot along with a bonfire where people could watch the Parade of Lights which had 22 entries this year. The Brenden Theatre offered the movie Polar Express. Admission was a can of food. A follow up meeting is scheduled for next week.

- The Christmas light were put up before Thanksgiving. May need to think about ordering more lights for the trees as several strands have burned out.
- Nathan and I met with Design Workshop out of Aspen to discuss Streetscape Design. Discussed some new strategies in planting. Worked with a guy from the Community Services to fulfill hours he needed to work. 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 – 11.5 hrs.**

The New Ute Theatre Society continues to meet and is planning a New Year's Eve Gala. See Poster.

We continue to work with Don Chaney to develop programming ideas and strategies for better event planning.

### **Visitor Improvement Fund – 2.5 hrs.**

Starting to work on a Historic Structural Assessment grant for the Rifle Bridge. The State Historic Funds have \$10,000 available with no match required. This was done for the UTE in 2008. The bridge was listed on the National Register in 1985 along with the South Canyon Bridge and the Satank Bridge in Carbondale. The concrete wall in the river by the Rifle Bridge was built in 1922 to keep the bridge from washing away.

## **6. CHAMBER UPDATE:**

Frank Ladd, Chamber CEO, has resigned from his position in Rifle and has taken a similar job in Fruita. No other information was available from the Chamber at this time.

## **7. NEW BUSINESS:**

### **A. RREDC Update**

Brands reports they have been working on a new web site. The annual meeting was held last week and four developers attended. The Fleischer Building in the JQS Shopping Area recently sold for \$1,000,000.

### **B. Downtown Survey**

Nathan reported the surveys are under way, targeting the downtown merchants. It is hoped some of the merchants will step up and take more responsibility in the First Friday events. DDA Board members suggested partnering with the Chamber's Business after Hours might be a good solution. There is only an 8% vacancy rate in the downtown at this time. 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.

C. Code Changes

Nathan stated the code changes in the downtown had to do with landscape issues, minimizing the 5' landscape 'aprons' where needed such as alleys and parking lots. Also sign code calculations have been changed slightly as the formulas didn't make sense in some cases.

D. Other

DDA Manager Contract - Jay Rickstrew asked for a motion to approve the DDA Manager contract for 2015 with Helen Rogers. A motion was made by Barker, seconded by Paddock to approve the contract for 2015 with the same figures as last year.

DDA Board Member Positions – There are two vacant seats on the DDA. It was suggested advertising on the City's web site might be a way to solicit more board members. Also advertising on Channel 10. Using the newspaper has not been successful. Rogers will look into it.

**8. PROJECTS**

A. Rifle Main Street First Fridays - see above in Manager's Report

November 7th – Ladybug Express

December 5th and 6th - 'Hometown Holiday' Dec. 5th and 6<sup>th</sup>

B. Wayfinding Update

Micro Plastics created smaller pedestrian signs and is obtaining estimates for fabrication. The City will install the signs in 2015.

**9. MAINTENANCE**

A. Old Banner Poles

According to Nathan, Bobby Odell relayed a cost estimate of \$3,100 to remove the old poles. A motion was made by Stuver, seconded by Barker to approve half the amount (\$1,600) provided it gets done by January 1, 2015.

B. Snow Removal

Snow removal by All Around Sweeping and Snow Removal occurred 3 times in November at a total cost of \$450. Bill approved under 'Bills to be approved.'

**10. ADJOURN**

The meeting adjourned at 7:45 am.

Respectfully Submitted,

Helen Rogers  
DDA Manager