

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, January 7, 2015 Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew, called the meeting to order at 7:05 a.m.
Members Present: Nella Barker, Tom Stuver, Sally Brands and Randy Winkler.
Members Absent: Michael Langhorne, Gil Frontella, and Wilma Paddock.
DDA Manager Present: Helen Rogers
Guests Present: Hannah Klausman, Rifle Assistant Planner.

APPROVAL OF MINUTES:

A motion was made by Brands, seconded by Stuver to approve the minutes of December 10, 2014. The motion passed unanimously.

4. FINANCIAL REPORT:

The Financial Reports were presented for review. A motion was made by Stuver, seconded by Barker to accept the financial reports as presented. The motion passed unanimously.

4. BILLS TO BE APPROVED:

1) All Around Sweeping and Snow Removal; \$900.00 – 2014 Budget 2) VIP Trash Removal; \$150.00 – 2015 Budget 3) Petty Cash; \$298.43 – 2014 Budget. A motion was made to approve the bills by Brands, seconded by Stuver, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 39hrs.

- The Rifle Main Street Committee continues to obtain the Downtown Surveys implemented last month.
- Continued to attend planning meetings and participated in the 'Hometown Holidays' Event which was December 5th and 6th. The follow up suggestions centered on the Storefront Display Contest (judges only – no people's choice) and the parade of lights – keeping people away from the turning radius on W. 2nd St.
- Attended the Garfield County Economic Development Roundtable in GWS on Dec. 17th. Commissioner Tom Jankovsky was there to help facilitate the meeting along with Drew Gorgey, County Administrator. Representatives from all of Garfield County attended. The group will be meeting 4 times per year. Some of the major points discussed were the BOCC wanting to support the broad diversity that Garfield Co. has to offer. Whether it's protecting the sage grouse, signage of historical access on public lands, or

promoting our energy resources to Japan and So. Korea, their 127.9 Million Dollar budget needs to cover a lot of issues.

The group all concurred the construction of the Glenwood Bridge will impact all of Garfield County as well as Pitkin County. Better communication is needed from CDOT to the Communities impacted. The plan is 60% complete with traffic calming structures such as planters and pillars as part of the design. GARCO is contributing \$3M to the project.

The Rifle Airport has been selected for Firefighting Center for Excellence with training in wildfire mitigation best practices, the use of small planes and drones.

Rifle's RREDC was credited in helping bring Whole Works to Downtown Rifle. It's a commercial venture with \$30,000 generated through Kick Start Crowd Funding.

Parachute has started a new radio station call KSON through their E.D. Committee.

Glenwood Springs sales tax had an increase of 15%. New restaurants have come to town, the Forest Service is renovating their building on Grand Ave.

Carbondale's sales tax increased by 6%, lodging by 30%. A new Hotel is being built which will contain a distillery called Marble Distillery, opening in March.

Colorado Mountain College is promoting Community and Economic Development through increased workshops for small businesses and franchise start-ups.

- Listened to a Sonoran Institute Webinar called a Fresh Approach to Economic Development in the West. Conducted a survey in towns with 5,000 pop. or more in CO, Idaho and Wyoming. Received 475 Business Responses back and 490 Community Responses. The number one factor that attracts people to a community is quality of life, which attracts talented people who display entrepreneurialship, creativity through knowledge based jobs and talent. #2 Safety, #3 Recreational Accessibility. The survey indicated jobs follow people. Quality and character of a community matter as well as a sense of community, location is consistence with the brand of the business, along with visibility of business locations. Tax incentives still work as business incentives and having access to current broadband services and connectivity is important. People want a short commute and feel they can have an opportunity to grow their business.

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 – 17.5 hrs.

The New Ute Theatre Society held a New Year's Eve Gala. It included the Symphony in the Valley's Big Band playing 40's and 50's music, catering by Grand River Café, champagne at midnight and a balloon drop tagged with prizes. People seemed to really enjoy the night.

Visitor Improvement Fund – 10 hrs.

A rough draft of the Historic Structural Assessment grant was completed for the Rifle Bridge. The State Historic Funds have \$10,000 available with no match required. The bridge is owned by Garfield County. We need to present this grant opportunity to them and determine who the fiscal agent is as well as talk about the proposed Rifle Boat Ramp Relocation project for 2016 budget and construction.

6. CHAMBER UPDATE:

No information was available from the Chamber at this time.

7. NEW BUSINESS:

A. RREDC Update

Brands reports they have received a matching grant from Garfield County of \$25,000.

B. Garfield County Economic Development Round Table

See Manager's Report Above

C. Design Development for the UTE Plaza Area

Rogers presented three Design Options for the UTE Plaza Area. The project is partially funded through an FMLD Grant, VIF and DDA. Most Board members preferred Option C which depicts a community seating area, tables and chairs with umbrellas. Everything would be removable. Rogers will take it to the Visitor Improvement Fund Board next for feedback.

D. Other

8. PROJECTS

A. Downtown Survey

Hannah reported the Main Street Committee has only received 13 Surveys back so far. The group will continue to work on the project.

B. Wayfinding, Design and Placement Update

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

C. Historic Structure Assessment, Bridge

The Visitor Improvement Fund Board, under one of its 5 priorities which includes Historic Preservation, is wanting to pursue a non-matching \$10,000 HSA Grant through History Colorado. DDA Board members voiced a concern regarding long term liability, cost of renovation and whether the bridge is significant enough for the City to take responsibility for it. Garfield County owns the bridge. Determining the fiscal agent for the grant needs to be addressed. More historic information may be available from work done 30 years ago in the City's archives. The intent is to use the bridge as a walking pier, for handicapped access and fishing. It also ties into Rifle's Comprehensive Plan of better accessibility to the Colorado River.

9. MAINTENANCE

A. Snow Removal

Snow removal by All Around Sweeping and Snow Removal occurred 6 times in December at a total cost of \$900 for the three DDA Lots. The bill was approved under 'Bills to be Approved.'

10. ADJOURN

The meeting adjourned at 8:05 am.

Respectfully Submitted,

Helen Rogers
DDA Manager