

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, August 5, 2015 Rifle City Hall

1. CALL TO ORDER:

Chairperson, Jay Rickstrew called the meeting to order at 7:08 a.m.
Members Present: Randy Winkler, Wilma Paddock, Sally Brands, Gil Frontella, Ed Arnold, Nella Barker, and Tom Stuver.
Members Absent: Michael Langhorne
DDA Manager Present: Helen Rogers
Guests Present: Nathan Lindquist; Rifle Planning Director, Cathleen Anthony, Vista Volunteer

2. APPROVAL OF MINUTES:

A motion was made by Barker, seconded by Brands to approve the minutes of July 1, 2015. The motion passed unanimously.

3. FINANCIAL REPORT:

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

4. BILLS TO BE APPROVED:

1) VIP Trash Removal; \$150.00 2) Mr. Power S; \$2,129 3) Mountain View Tree Farm; \$75 + \$68 Mulch, \$72 Shrubs. 4) Signage Reimbursement, Kaleidoscope Studios; \$500.00 5) Micro Plastics, Renew Rifle Banner, 2014; \$160 6) All Around Property Maintenance; \$1392 7) All About Sprinklers; \$273.66. A motion was made to approve the bills by Paddock, seconded by Brands, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 47.5 hrs.
(Vacation July 18-26th)

- We are halfway through the Farmer's Market season. The Lemonade stand is going well which supports the SNAP or Food Stamp program. We've had some great volunteers manning that.
- The Garfield County Shop Local Campaign is underway. Cathleen and I walked around downtown and passed out over 50 window clings yesterday.
- Two of the downtown Flower Pots were run over at the corner of W. 2nd and Railroad. Trucks and trailers continue to have a hard time with the turning radius. The flowers continue to need daily watering with the temperatures being so hot.

- The elderberries in the Museum Lot were all trimmed back and beds cleaned up. Also all the curb extensions weeded and fluffed up for the parade on Saturday.
- The irrigation was replaced and new shrubs were planted by the smoke shop on W. 4th and Railroad.
- The concrete patch was fixed on the SW corner of E. 3rd and East Ave. after the leak was fixed last month.
- 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 / Visitor Improvement Fund – 7.5 hrs.

Attended a workshop with the State Historic reps at the Rifle Library on July 16th. They encouraged sending a draft of the Historic Structure Assessment in before submittal. Up to \$15,000 is available in grants with no matching money needed. An engineer from SGM is interested in helping and has more information on the bridge.

The New Ute Theater Society helped sponsor the Aladdin Jr. Theatrical performance directed by Brett Lark with Secret Identity Pictures this past weekend. There were two shows at the UTE with 3 weeks of kids theater workshops held at Graham Mesa Elementary leading up to the production.

6. NEW BUSINESS:

A. Garfield County Shop Local Campaign

The Library paid for the 6" window clings and were ready to pick up. Rogers along with the new Vista Volunteer walked around the DDA District and distributed them along with an informational letter. The intent is to increase awareness throughout the county of what sales tax supports.

B. Fencing E. 4th St. DDA Parking Lot

Frontella indicated he will just pay for it and is not asking for financial assistance from the DDA.

C. GRIT (Greater Rifle Improvement Team) Main Street 2016 Strategy Update

Rickstrew stated the 'Chairs' Board will continue to meet after the September election. The hope is to develop a strategic plan to better serve the public in the areas of special events and promotion for the City. The entities involved are the RREDC, Rifle Chamber, Visitor Improvement Fund and DDA. If a position were created to encompass all of Rifle instead of just the DDA Taxing District Boundary, questions arose as to how the DDA District tax would be spent outside of the district. Rickstrew stated they were trying to find existing funding and consolidate it. A special meeting with the DDA and other groups will be held when the committee can come to a conclusion as to how to proceed into 2016.

E. RREDC Update

Brands indicated the RREDC Board met recently. There are several projects in the works, but is unable to discuss them at this time. Mel Kent, the REDC Director continues to do a good job and has many prospects.

F. Other

Rickstrew indicated he was on a long road trip recently and appreciated how good Rifle looks in comparison to other small towns in the western United States. Improving the entrance into town and the gateway area would be a major improvement. He also mentioned one town which had placed several steel silhouettes throughout their town, similar to the cattle drive at the south round-a-bouts but different subjects.

7. PROJECTS

A. DDA Web Page Board Information

Rogers met with Lisa Hamilton, City Clerk, regarding placement of DDA related information on the City's Web site. It will consist of a definition of DDA's through state statute, List of Board members and contact information, the original ordinance and special election, map of DDA boundaries, Sign Program and Building Façade Incentive Program. Also connecting to the Comprehensive Plan for the Historic Core portion of the downtown will be possible. A new web page is being created for the City and is launching on Thursday, August 6th. The additional DDA information will be added after that.

B. Farmer's Market

See above under Manager's Report.

C. Northwest Colorado Cultural Heritage Program Update

To be completed this summer.

8. MAINTENANCE

A. Weed control

Rogers will continued to monitor weeds and try to eradicate them where possible.

9. ADJOURN

The meeting adjourned at 8:15 am.

Respectfully Submitted,

Helen Rogers
DDA Manager