

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES
Wednesday, July 1, 2015
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Jay Rickstrew called the meeting to order at 7:02 a.m.
Members Present: Randy Winkler, Wilma Paddock, Sally Brands, Gil Frontella, Ed Arnold and Nella Barker.
Members Absent: Michael Langhorne, and Tom Stuver.
DDA Manager Present: Helen Rogers
Guests Present: Nathan Lindquist; Rifle Planning Director, Amelia Shelley, Executive Director Garfield County Libraries, Emily Hisel, IT Support Garfield County Libraries.

2. APPROVAL OF MINUTES:

A motion was made by Brands, seconded by Paddock to approve the minutes of June 3, 2015. The motion passed unanimously.

3. FINANCIAL REPORT:

The Financial Reports were presented for review. A motion was made by Paddock, seconded by Frontella 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; \$2,572.00 3) Mountain View Tree Farm; \$75,+ \$75 Mulch 4) Post Independent, Board Position Legal Ad, PI and CT; \$34.77 5) Gil Frontella, Downtown Maintenance; \$238.00. 6) Signage Reimbursement, Whistle Pig Coffee Stop and Café, \$161.22. A motion was made to approve the bills by Barker, seconded by Paddock, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 72.5 hrs.

- The UTE Plaza Area now has furniture and fencing. It was completed last week in time for the Glen Miller Orchestra and Rural Philanthropy Days. Its addition adds options to concession sales as well as events and overflow which can occur on the patio as there are speakers located under the canopy.
- There have been two Farmer's Markets, the past Thursday nights. A lot of my time was spent obtaining supplies for the first market and coordinating vendor locations, electrical connection, and restrooms from United Services. Rifle Truck and Trailer is supplying the trailer for the bands to perform on. More food vendors have shown an

interest. The Market participated in Ride Garfield County last week and encouraged the public to ride their bike to the market. A free peach was given to each rider.

- Continued to participate in a Garfield County Shop Local Campaign, meeting in Silt, organized by Garfield Co. Libraries. Amelia Shelley will present where we go from here shortly.
- Participated in one of the Chamber Focus Groups held at the Library. First one they have done - ever. Trying to figure out what roles people want them to take, whether tourism is a concern or concentrate more on business promotion or both.
- The underground leak in the pit on 3rd and East Ave. was fixed, but concrete still needs to be poured for the sidewalk patch.
- Two of the downtown Flower Pots were run over in front of the UTE. I moved them back away from the street. The flowers need daily watering with the temperatures being so hot.
- Finished up mulching the 3rd St. curb extensions along with pruning.
- A fire occurred a week ago Saturday in the NW corner curb extension by the smoke shop. The irrigation needs to be replaced and are scheduled for today. Waiting to see if the shrubs survived.
- A deep hole occurred in the Museum Parking lot along the alley. Apparently there was a fire pit which had collapsed. The city filled and patched it.
- 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 - 34 hrs.

NUTS sponsored the Glen Miller Orchestra last Wed. night. Great big band music and they want to return next year. Their bus broke down in Dillon and had to rent 5 cars for members and equipment to get to Rifle. Only a few minutes late starting the show. Three other members from NUTS and myself attended the Rural Philanthropy Days workshops and events last week, June 24th – 26th asking for support for the retractable seating system. During the round table discussions, we spoke with the Boettcher, Coors and Gates Foundations, El Pomar Foundation and the Creative Initiative Funding source which have just come up with a grant initiative to help fund music venues. NUTS hosted a reception at the UTE for the 300 + participants on Thursday night, with wine and beer tasting from Choice Liquor, food from The Minor's Claim, and music by jazz guitarist, Sean Strobe.

6. NEW BUSINESS:

A. Garfield County Shop Local Partnership, Amelia Shelley

The Library has organized a Buy Local Sales Tax Campaign. The intent is to increase awareness throughout the county of what sales tax supports. A red, 6" window cling was chosen which states 'Shop Local, 'it makes cents'. The launch of the materials will go to area businesses the end of July before back to school shopping. A personal approach to businesses was indicated when discussing the specific sales tax in each community.

B. Sign Code Update, Nathan Lindquist

At last night's Planning and Zoning Commission meeting recommendations to Council consisted of the following:

1. Clarifying permanent verses non-permanent sign material.
2. Allowing limited size suspended signage in the medium-density residential redeveloping (MDR-X) zone, previously prohibited.
3. Redefinition of Fuel Canopy signage.
4. Expanded A-frame sign allowance in commercial zones, previously allowed only in CBD zone.
5. Electronic Message Reader signs were denied by the P&Z Commission.
6. Removal of size restriction on hunting season signs, previously limited to 16 square feet.
7. Prohibition of 'stake signs' outside of the allowed real estate and political campaign signs. Non-profit signs will be allowed.
8. Definition of stake signs.

Some board members requested the code not be too restrictive. Nathan indicated the Rifle Police Department is now enforcing the sign code and needed better definition. Temporary signs are allowed for 30 days.

B. Downtown Design Projects

Nathan indicated the three projects selected from last year's list are nearing completion; UTE Plaza, Wayfinding signage and the connecting path into Centennial Park. Board members suggested sidewalk improvements were needed. Nathan suggested a planning grant for landscape design of the area needs to be done first and then prioritize as funding the improvements will be an issue. Rogers suggested finding grant money to help with funding. The Federal Mineral Lease District money is a possibility as well as grants from DOLA (Department of Local Affairs).

Other suggestions for Design Improvements were the use of street trees, pedestrian friendly seating areas, wood plank sidewalks, and murals.

The city has applied for a Federal TIGER Grant with a match of \$5,000,000 which the City has already received from another grant. They will know if they received it in Sept. or Oct. If the City doesn't receive the TIGER grant with the second try, they will go ahead and start making improvements to the entry into town from I-70.

D. Sign Reimbursement, Whistle Pig Coffee Stop and Café.

See above under Bills to be Approved.

E. RREDC Update

Brands indicated the RREDC Board has not met recently. There was an open house at Thread Works on W. 3rd St. during Rural Philanthropy Days and well attended.

F. Other

Rogers requested funding to attend the annual DCI Conference in Durango, October 7-9th. Early bird registration is \$170. Brands made a motion to approve, seconded by Barker, passing unanimously. Rogers indicated with all expenses it may cost around \$500.

Rickstrew stated the 'Chairs' Board met recently and continues to develop a strategic plan to better serve the public in the areas of special events and promotion for the City. The City needs to be forward thinking and find ways to attract new businesses. Improving the gateway into town and river corridor would be a major improvement. They will meet again in September after the municipal election.

Frontella asked the DDA fund a fence between his property on W. 4th St and the DDA Parking Lot. Rickstrew stated he would like to take a look at the property and doesn't want to show favoritism with DDA board members. It will be on next month's DDA Agenda to discuss.

Frontella suggested using more honor camp residents to maintain the weeds around town.

7. PROJECTS

A. DDA Primer Notebook

Rogers put together a notebook consisting 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. It was suggested to create an electronic copy. Also the Comprehensive Plan for the Historic Corps of the downtown would be helpful for Board members to have.

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. Fire Issue, Irrigation Replacement

All About Sprinklers is repairing the NW Corner of Railroad and W. 4th St. on July 1st. They will look into the Museum Lot to make sure everything is working.

B. Museum Lot Landscape

Buddy Rogers is supposed to submit an estimate in the near future.

9. ADJOURN

The meeting adjourned at 8:15 am.

Respectfully Submitted,

Helen Rogers
DDA Manager