

DDA

DOWNTOWN DEVELOPMENT AUTHORITY
202 Railroad Avenue - P.O. Box 1908 - Rifle, CO 81650
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MINUTES OF November 3, 2010

1. **CALL TO ORDER:** Chairperson, Sally Brands, called the meeting to order at 7:05a.m.

Members Present: Gil Frontella, Michael Langhorne, Randy Winkler, Jeanice Freeman and Tom Stuver

Members Absent: Kathy Runia, Jay Rickstrew, Andrew Legg

DDA Manager Present: Helen Rogers

Guests Present: Rifle Area Chamber of Commerce CEO; Annick Pruitt, Rifle Mayor; Keith Lambert, City Manager; John Hier, City Planner; Nathan Lindquist, and Nita Smith.

2. **APPROVAL OF MINUTES:** Corrections to the Oct.6th minutes are as follows: Executive Session: The Board went into Executive session to discuss personnel matters. The Board came out of Executive session at 8:43am. A motion was made by Langhorne, seconded by Winkler to increase employment of Managing Director to 2.5 days per week at an additional \$5,000.00 / year, approving unanimously. A motion to approve the minutes of October 6th, with corrections, was made by Winkler, seconded by Frontella, and approved unanimously.

3. **FINANCIAL REPORT:** The September Financial Report was available for review. A motion was made by Stuver, seconded by Langhorne, passing unanimously.

4. **BILLS TO BE APPROVED:** 1) Mr. Power S: \$1,480.00 2) Micro Plastics; \$67.50 Logo Design 3) VIP Trash Services; \$280.00. A motion to approve the bills was made by Stuver, seconded by Frontella, passing unanimously.

5. **CHAMBER UPDATE:** Annick Pruitt, Chamber CEO, presented the Chamber Updates. 'Business After Hours' will be held at the Hampton Inn on Nov. 18th. The Chamber will be coordinating the Rifle Bucks Program this year as Mike Braaten is out on paternity leave. Notices to Rifle businesses will go out in a few days. The cap is \$47,000. A Non-Profit Fundraising Seminar will take place Nov. 9th at City Hall.

6. **NEW BUSINESS**

A. **Sustainable Main Street Initiative w/ DOLA**

The group continues to explore the development of a 'Business Incubator', possibly located in the new Library, and Site Plan Layouts for the Valley Lumber Site. The last meeting will be November 10th to discuss outcomes, and what will be presented on Dec. 2nd when meeting with Governor Ritter in Denver. On Oct 19th, DCI was in Rifle to present a workshop on Communication. Several groups participated in the discussion. Theresa Hamilton, from RE-2 School District stated she would head up future discussions on how best to communicate information throughout the community. This could occur through one web site, such as Real.Western.Innovation.

B. REDC Update

Langhorne reports the County is soliciting national RFP's for a county wide Economic Development Corporation. It was felt this may suit the Airport well for national searches for businesses, but for the REDC to compete with national firms to work with all of Garfield County seems unrealistic. At present, the REDC has several projects and potential business development underway, but unable to discuss them in public at this time.

C. Rifle Transit Circulator Study, Downtown Locations

Nathan Lindquist states a meeting will be held on Nov. 11th at Rifle City Hall to discuss the need for transit service and to develop a list of goals that a potential transit circulator would address. RTD presently serves Rifle and has 5 stops in and around the downtown area. There would be a need to include CMC, Seniors (Senior Center), Grand River Hospital and possibly the High School in a Rifle area transit system. Winkler and Rogers will attend the meeting.

D. Storefront Improvements / Signage

Rogers presented a bid from Nini Schroyer to recreate the cut-out silhouettes and back lit painting of the Remington Rough Rider and Elk on the side of Timberline Sports. The estimates seemed somewhat high at this time. Rogers will approach the original artist, Kenda Spaulding, and Sanborn Studio to see if they are interested.

E. Web Page – City Web Site

Rogers will pursue placement of DDA's Agendas and Minutes on the already existing Web page on the City's Web site.

F. Manager's Additional Half Day

It was suggested the Board, at Dec's meeting, create a list of things they want to accomplish for 2011.

G. Other matters brought before the board

The DDA was asked by Julie at REDC to write a letter of support for CLEER to continue with the Garfield Clean Energy Challenge. The County was awarded a grant from the Dept. of Energy and is asking CLEER to submit an RFP. Initially, a motion was made by Frontella, seconded by Langhorne, passing unanimously, to approve a letter of support. Upon further investigation and comments from the Mayor, Keith Lambert, a letter of support was rescinded by a motion made by Stuver, seconded by Frontella, passing unanimously.

Rogers participated in a meeting, Oct 20th, on Northwest Colorado Cultural Heritage Tourism. Funding for the project is through the Colorado Tourism Office's Heritage Tourism Program, Colorado State Historical Fund, the National Trust for Historic Preservation, Colorado Scenic and Historic Byways, and many other entities. They are gathering information from Rifle, Parachute, Silt, New Castle and Glenwood Springs to be included in their brochure. They are looking for additional funding and have received some funding through Garfield County. Additional information will be forthcoming.

7. PROJECTS:

A. Downtown Murals

Rogers reports the first panel of the Alpine Bank Mural is being painted. The Mural should be up by Christmas.

B. New Ute Theater Society (N.U.T.S.)

Frontella reports progress is being made on the first phase for the exterior of the Ute Theater, with stucco being applied this week.

C. Rifle Bucks, Holly Days

The City of Rifle will again fund the Rifle Bucks program. The total funding will be \$47,000. The Chamber will get the word out through their constituencies. It will be advertised in the PI and CT before Christmas with two deadlines for use of the 'buck', valued at \$20.00 each.

D. Moose Lodge

Rogers presented a bid from All Valley Painting to paint the south wall of the Moose Lodge. The cost is \$475 plus paint. A motion was made by Frontella, seconded by Freeman to accept the bid, passing unanimously. Brands found a suitable brick layer/restorer for wall restoration and is currently in the process of replacing the some of the block.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds Soak-n-Wet Sprinkler's has drained all the spigots and will return to blow out the pipes for the winter season.

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees:

9. **ADJOURN:** The meeting adjourned at 8:45am.

Respectfully submitted,

Helen Rogers,
DDA Project Manager