

DDA

DOWNTOWN DEVELOPMENT AUTHORITY
202 Railroad Avenue - P.O. Box 1908 - Rifle, CO 81650
Phone (970) 625-2121

MINUTES OF December 1, 2010

1. **CALL TO ORDER:** Chairperson, Sally Brands, called the meeting to order at 7:04 a.m.

Members Present: Gil Frontella, Randy Winkler, Jeanice Freeman, Tom Stuver, and Andrew Legg (who needed to leave early due to family issues)

Members Absent: Jay Rickstrew, Michael Langhorne

DDA Manager Present: Helen Rogers

Guests Present: Rifle Area Chamber of Commerce CEO; Annick Pruitt, and Al Arnold.

2. **APPROVAL OF MINUTES:** A motion to approve the minutes from November 3rd, was made by Winkler, seconded by Stuver, approving unanimously.

3. **FINANCIAL REPORT:** The monthly Financial Report was unavailable for review.

BILLS TO BE APPROVED: 1) Gil Frontella: Downtown Maintenance, \$447.00 2) Mountain View Tree Farm, mulch, \$60.00 + \$48.00 3) VIP Trash Services; \$140.00. 4) Soak-N-Wet Sprinklers Inc., winterization; \$405.00. 5) HR Design, \$254.14, Moose Wall paint reimbursement. A motion to approve the bills was made by Winkler, seconded by Frontella, passing unanimously.

CHAMBER UPDATE: Annick Pruitt, Chamber CEO, presented the Chamber Updates. The Christmas 'Business after Hours' will be held at Wells Fargo Bank, Dec. 9th. Women in Business Holiday Lunch will be at Columbine Restaurant, Dec. 14th. The annual Ice Fishing Tournament at Rifle Gap will be held on Jan. 15th and 16th. The State of the Community Event will be held Feb. 10th at Grand River Hospital as well as the annual dinner on March 12th.

4. **NEW BUSINESS**

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

The final presentation to Governor Ritter was held on Tuesday, Nov. 30th at the Denver Art Center. Michael Langhorne, the 'Champion' or spokesperson for Rifle presented a power point presentation to the group, addressing the 'Deliverables', i.e.; updates on the Valley Lumber Site, Ute Theater, and Economic Strategies. Partnerships with state agencies were discussed as well as next steps to be completed for each of the deliverables.

B. **REDC Update**

Brands reported the recent idea of developing a county wide Economic Development Corporation has changed to more of a Western Garfield County EDC. Those participating are New Castle, Rifle, Parachute and Battlement Mesa.

A motion to go into Executive Session to discuss the Valley Lumber Site was

made by Stuver, seconded by Freeman, approving unanimously at 7:50am. The board came out of Executive Session at 8:15am. No motions were made at this time.

C. Business Incubator at Library, DDA's Participation

The group discussed DDA's participation in the 'Business Incubator', which will be located in the new Rifle Library. The Board felt, at this time, participation by the manager was not the best fit for DDA and thought the REDC and Chamber would be better suited to promote the idea.

D. Web Page – City Web Site

Rogers coordinated placement of DDA's Agendas and Minutes on the existing City of Rifle's Web page. For future notifications, Rogers will notify when the agendas and minutes are ready and Board members can go to the web site and retrieve them.

E. Holly Days Downtown Celebration

Rogers reported the Downtown portion is moving along. East 3rd St. will be blocked off from 10am-6pm (6pm is when the Parade of Lights begins) There are around 6 vendors interested in participating as well as the radio station, Drive 105 will be set up to play Holiday Music throughout the day. Rogers asked the board to approve expenditures for a 'Window Display Contest' of \$225 for 1st; \$100, 2nd; \$75, and 3rd; \$50. Also, a bill for A-1 Traffic Control to block off the street for \$161.00. A motion was made by Stuver, seconded by Frontella to approve \$386 for the event, passing unanimously. The expenditure will come out of Store Renovation.

F. Other matters brought before the board

Rogers reported that Governor Ritter will be in Rifle on Dec.9th to celebrate the New Energy Economy achievements of Garfield County and Rifle. He is scheduled to arrive at 1:30, at the new Rifle Library Community Room.

The Rifle Circulator Feasibility Study has been moved to January 13th from 9am-noon at City Hall.

The sculpture by Michael Horn entitled "Odyssey" was moved to storage during construction of the new Rifle Library. A new downtown location needs to be found for it.

The Chamber is working on a new brochure for 'Art on the Town'. Rogers will help coordinate the effort.

Rogers reported the cost of painting the Moose building's south wall totaled over \$900.00. Some of the Moose members mentioned they were interested in using the rest of the blocks for a smoking area. The board felt the blocks were 'owned' by DDA and should be taken to the City O&M Site for storage.

7. PROJECTS:

A. Downtown Murals

Rogers reports the first panel of the Alpine Bank Mural is almost complete.

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 the 'Ute' lighting is going up next week.

C. Rifle Bucks

The Rifle Bucks program is going well. The total funding will be \$47,000. The Chamber is advertising it this year through their web site and direct mail.

8. MAINTENANCE

- A. Traffic / Pedestrian Issues:
- B. Curb Extensions – Planters, Weeds
- C. Parking Lots:
- D. Alleys:
- E. Street Lights:
- F. Trees:

9. ADJOURN: The meeting adjourned at 8:50am.

Respectfully submitted,

Helen Rogers,
DDA Project Manager