

DDA

MINUTES
January 5, 2011
Rifle City Hall

- 1. CALL TO ORDER:** Chairperson, Sally Brands, called the meeting to order at 7:00 a.m.
Members Present: Gil Frontella, Randy Winkler, Jeannice Freeman, Tom Stuver, and Andrew Legg, Jay Rickstrew
Members Absent: Michael Langhorne
DDA Manager Present: Helen Rogers
Guests Present: Rifle Mayor; Keith Lambert, Diane Razez, Western Rockies FCU, Blair Bracken, Special Events Coordinator, City of Rifle, Nathan Lindquist; City Planner, John Hier; City Manager, Ed Arnold.
- 2. APPROVAL OF MINUTES:** A motion was made by Winkler, seconded by Stuver, to approve the minutes with corrections of changing 'Al' to Ed Arnold was noted, approving unanimously.
- 3. FINANCIAL REPORT:** The November monthly Financial Report was available for review. A motion to approve the report came from Rickstrew, seconded by Winkler, and approved unanimously.
- 4. BILLS TO BE APPROVED:** 1) Citizen Telegram; \$28.34, for legal ads in the CT for board positions. 2) Rifle Chamber of Commerce; \$75.00 annual non-profit level. A motion to approve the bills was made by Stuver, seconded by Frontella, passing unanimously.
- 5. CHAMBER UPDATE:** Jeannice Freeman presented the Chamber Updates. The Ice Fishing Tournament has been cancelled due to thin ice. Women in Business will meet at the Rifle Library, Tuesday, Jan. 18th to hear speaker Julie Melville presenting 'When you Bowl of Cherries Turns into Applesauce.' Business-After-Hours will be held at Sammy's on Park Ave., Jan 27th. H&R Block will present new tax laws during the Chamber Membership Luncheon on Jan. 20th. The State of the Community Luncheon will be held Feb.10th at Grand River Hospital as well as the annual dinner on March 12th.

6. NEW BUSINESS

A. DDA's Priorities for 2011

- Downtown Clean-Up, April/May
In the past, the Rifle Chamber has spearheaded the project, but would like to hand it over to the DDA. Alpine Bank will continue to sponsor the event at \$1,500. Rogers will confirm a date so not to conflict with other community events.
- Maintenance of Sprinkler Systems
Soak-n-Wet Sprinkler indicated there is a leak in the Museum parking lot. There are other issues around town, such as E.4th St. as well back-flow preventers needed in a few areas. Stuver suggested contacting Soak-n-Wet to see what the scope of work is. Rogers has already done this, but will ask again.
- Farmer's Market
Rogers met with Aleks Briedis and Blair Bracken to discuss location of the market in the downtown. East Ave., between 2nd and 3rd Streets seems to be a good location and provide plenty of parking. Rogers will follow up with the Rifle Library and Outlaw Medical concerning the new location and its impacts.
- Concert Series – Centennial Park
Several entities in town have been talking about a community concert series to be held in Centennial Park during the summer. Ideas such as starting with the month of July with one night of music during the week have been mentioned – with a 4-week series to see how it is received.
- Fall / End of Summer Event / Festival
It seems West Fest is not returning to Rifle, but the Fair Board would like to hold some kind of music event at the Fair Grounds in coordination with the Garfield County Fair. A downtown event / music might be a part of this.
- Holly Days Downtown Event
The entire Holly Days event was well received. The feedback to bring the parade downtown and end at the library was good; however a better location for the end of night raffle needs to occur. People seemed to enjoy having the parade come downtown and merchants increased sales throughout the day.
- Storefront Improvement Incentive
Rogers would like to continue to work with DOLA to develop the Revolving Loan Fund idea, similar to the program in Lake City.
- Other Suggestions
Hanging Baskets - Frontella suggested decreasing the number of hanging baskets and increasing the number of planters in the downtown.
Kiosk – the need for better communication has surfaced many times throughout town. Development of an informational Kiosk in the downtown might be helpful.
Banner Poles – Rogers will continue to follow up on a new solution for this.

Timberline Sports – they were approached regarding painting their exterior wall motifs – the owners indicated that the store will take on a new look in the spring and they did not wish to make any improvements at this time.

B. REDC Update

Brands reported there have been no recent developments. The City is starting to tear down the existing buildings at the old Valley Lumber site. More information on a possible 6 plex movie theater with is forthcoming when appropriate.

C. Web Page – City Web Site

Board members indicated they would like to continue to receive attached Agendas and Minutes through emails from Rogers. However, the public now has access to the DDA’s past Agendas and Minutes on the City of Rifle’s Web page at [www.rifleco.org / government/DDA/agenda/minutes](http://www.rifleco.org/government/DDA/agenda/minutes).

D. DDA Manager’s Contract

Brands will make additions / adjustments to the yearly contract and send it out to board members to look over. It was suggested a memo be written to the Finance Dept. so that a January check can be issued to the manager.

7. PROJECTS

A. Downtown Murals – Alpine Bank

Rogers presented a photo of the first panel of the Alpine Bank Mural Triptych. Work continues and completion is set for February.

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

Frontella reports the remaining LED marquee will go up in a few weeks. The group continues to submit grants with the help of Mike Braaten. One grant recently submitted to the CDPHE concerns asbestos abatement. The City will know in a couple of weeks if it is granted.

C. Rifle Bucks

The Rifle Bucks program went well. The total cost was \$10,000 over budget (\$47,000 originally expended from the City) It’s too early to tell if the Buck Program boosted sales tax.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees:

G. Snow Removal: Removal occurred to the Museum Lot and 4th St. Lot, on Saturday following the snowfall by Tom Coquelin’s assistant.

9. ADJOURN: The meeting adjourned at 8:15am.

Respectfully submitted,

Helen Rogers,
DDA Project Manager