

DDA

Downtown Development Authority

MINUTES
April 6, 2011
Rifle City Hall

1. CALL TO ORDER: Chairperson, Sally Brands, called the meeting to order at 7:00 a.m.

Members Present: Michael Langhorne, Gil Frontella, Randy Winkler, Jay Rickstrew, Tom Stuver, Diane Razee, and Nella Barker

DDA Manager Present: Helen Rogers

Guests Present: Rifle Mayor; Keith Lambert, City Manager; John Hier, City Planner; Nathan Lindquist, RACC Director; Annick Pruett

2. APPROVAL OF MINUTES: A motion was made by Winkler, seconded by Barker, to approve the minutes of March 4th, approving unanimously.

3. FINANCIAL REPORT: The Ledger Detail for 2010 was available for review. Rogers also presented a run down on the Maintenance Budget, as requested, for 2010; Total budget was \$15,000. VIP Services: \$1,400, Mr. Power S: \$11,120, Frontellas; \$857, Soak-n-Wet: \$860.78 and Petty Cash (Misc. Supplies: \$471.51, for a total of \$14,709.29, leaving \$290.71 for the year end. A motion to approve the Detail report was made by Rickstrew, seconded by Winkler, approving unanimously.

4. BILLS TO BE APPROVED: 1) VIP Trash Services; \$560 – if missing invoices, otherwise \$140.00 per monthly bill. 2) Citizen Telegram, ad for board positions: \$24.47. A motion to approve the bills was made by Winkler, seconded by Frontella, passing unanimously.

5. CHAMBER UPDATE: Annick Pruett presented the Chamber Updates. Women in Business will meet at the Rifle Library, Tuesday, April 19th at noon. A Spring Fashion Show will be presented by area merchants. Business-After-Hours will be held at Comcast Communications on April 14th. Microsoft and RACC will present a talk on Windows 7 and Microsoft Office Professional at the Business-4-Lunch on April 21st at the Rifle Library, sponsored by Elk Mountain Motors.

6. NEW BUSINESS

A. Downtown Mobile Cart Vending

Discussion centered around use on public verses private right of ways and areas where carts would be located. Most Board members felt existing restaurants pay property and sales tax and need to stay open and full. Allowing food vendors to set up outside their

doors would conflict with their businesses. However, if a vendor wanted to locate on private property, pay rent, as well as sales tax, this would be acceptable. Private spaces suggested were the Moose Lodge parking area, Western Rockies FCU parking lot, and in front of Louis's building on West 3rd and West Ave.. One public area would be the Civic Plaza.

A motion was made by Barker, seconded by Razee, to recommend to Planning and Zoning and City Council to allow 3 Mobile Vending Carts in the DDA District to locate on private land and well as the Civic Plaza only. The motion passed unanimously.

B. RREDC Update

Langhorne reported the RREDC along with the Health and Wellness Committee will go before City Council to request an MOU for a 'Rifle Fitness Center' between the RREDC, and the City Rifle Recreation Department. The RREDC is in negotiation with 'The Rock' Fitness Center, on Airport Road, as well as the Rifle Commons owner where it will be located, and will lease an 11,500 sq. ft. space. A Gymnastics Center will relocate and additional equipment will be purchased. There will be a 3 year lease and at 2 years the group will know if it is a viable course of direction for a full scale Health and Wellness Center in Rifle. A public/private partnership is also being explored.

The City continues to work on the water and sewer upgrades where the Brenden Theater will be located off West 2nd St. Engineering drawings are being finalized and then will go out to public bid for concrete work and final grading. The group continues to identify a name for the site and may create a contest using the word 'yard'.

At Governor Hickenloopers' Bottoms up State Economic Development Initiative in Glenwood Springs, held on April 5th, Western Garfield County was well represented.

C. West 3rd St. Lot, Landscape

John Hier indicated proposals were going out for landscape designs for the remaining sites including West Third St. and the 6&24 area. The intent is to have native grass and a naturalized appearance. The RREDC will take down the Health & Wellness banners/signs on W. 3rd St., but the green webbing will stay on the fence.

D. Rifle Transit Study Presentation – Nathan Lindquist

Nathan presented a study conducted by Nelson Nyguard, which indicated a public transit system or local circulator was feasible in Rifle. A North/South Route from north Rifle to CMC, occurring every 30 minutes would cost approximately \$250,000 to \$300,000. The existing Traveler could travel an east to west route, with on demand service with a fee. They suggested proposing a 3% sales tax increase to subsidize a City service with a 4-5% sales tax increase to subsidize a regional transit service. No action was taken by the board.

7. PROJECTS

A. Banner Poles

John Hier requested the DDA contribute \$7,500 towards the purchase of 4 sets of banner poles for the downtown. The VIF Board has committed \$7,500 and he will ask City Council to commit another \$10,000 from the Rifle Information Center Capital

reserve for a total of \$25,000. A motion to approve the expenditure from the DDA Irrigation Fund was made by Stuver, seconded by Frontella and unanimously approved.

B. Downtown Murals

The frames are being constructed by Bill Pickett. A color sample for the frames will be presented to Alpine Bank for approval. Rogers requested the DDA release the final amount approved (\$1,250) to the Alpine Bank Mural Account in order to pay for the frames and will write a memo to the Finance Dept.

C. Downtown Clean-Up, April 30th

Rogers presented a flyer which she is distributing throughout the downtown. The 'Project Clean Sweep' event will start and end at Centennial Park on W. 5th St. The Clean-up includes both Centennial Park and the Downtown. Alpine Bank will continue to sponsor the event at \$1,500. Rib City will provide lunch and Gold Star Realty will provide Document Shredding at Rifle Middle School. There will be articles and ads in the paper, Chanel 10, and Chamber newsletter. A reusable banner will also be made.

D. Ute Theatre Funding Proposal

Gil Frontella relayed that the asbestos removal has been completed. The group continues to explore financing options and will be meeting with City Council in a workshop session to discuss this.

E. Flower/Planter Bids

Rogers presented three bids to complete the flower planters for 3rd and 4th Sts. Niemann's Gardens: \$3,892.00, Rifle Garden Center: \$5,186.00, and The Country Florist: \$5,446.00. A motion was made by Frontella, seconded by Langhorne, to approve half of the bid from Niemann's Gardens, with majority approving, Stuver the only descending vote, the motion passed. Rogers will present the estimate to the VIF Board meeting next week for consideration to pay for ½ the expense.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds: Rogers obtained estimates from Soak-n-Wet Sprinklers for irrigation issues. A motion was made by Langhorne, seconded by Barker to approve up to \$1,000 for system start-up.

C. Parking Lots: Rogers obtained another estimate from Soak-n-Wet for the Museum Lot Planters, to repair the middle planter area irrigation system. The estimate was felt to be too high at \$2,083.80.

D. Alleys:

E. Street Lights: An estimate for an additional light on East Ave. is pending.

F. Trees: A tree was selected for W. 4th St., and will be planted by The Ground Crew in the next few weeks.

G. Snow Removal:

EXECUTIVE SESSION – did not occur. A motion to approve the Independent Contract Agreement for 2011 with Helen Rogers was made by Frontella, seconded by Langhorne,

approving unanimously. It was suggested a Manager's Report be presented for Board review and sent out via email prior to the DDA monthly meetings.

9. ADJOURN: The meeting adjourned at 8:30am
Respectfully submitted,

Helen Rogers,
DDA Project Manager