

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
July 3, 2012
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Sally Brands, called the meeting to order at 6:59 a.m.

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

Members Absent:

DDA Manager Present: Helen Rogers

Guests Present: Mike Braaten, Government Affairs Coordinator, Joseph Reyelts and Father, working on Eagle Scout Badge, Tom Whitmore, Recreation Director

2. APPROVAL OF MINUTES:

A motion was made by Winkler, seconded by Paddock, to approve the minutes of June 6th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: \$2210.00 for power washing, weed control, daily watering of flower pots and watering 3rd St. curb extensions. 2) Soak-n-Wet Sprinklers; \$55.09. 3) Gil Frontella: \$442.75, Maintenance for curb extensions, 4th St. Parking Lot.

A motion was made by Rickstrew, seconded by Razee to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

The Financial Report was presented for review. A motion was made by Rickstrew, seconded by Barker to accept the financial review, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 56

- Increased maintenance issues with regards to irrigation systems, tree pruning and lack of water.
- Participated in a Downtown Colorado Inc. Conference Call with other DDA Managers from Montrose, Greeley, Grand Junction, Ft. Collins, and Longmont.
- Participated in 3DA (Downtown Design Development) Workshops, concerning follow up on Action Items, including creating an information booth at the Centennial Markets and Garfield County Air Show.

- Presented 3DA information to Planning and Zoning in the workshop before the meeting.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 4 hrs.

- Construction Drawings completed to 98%.
- Pro Forma or Ute Business Plan approved by HUD / DOLA to use grant monies. Also approved by City Council for a contract with Andy Knutson from EPS to provide services.

Visitor Improvement Fund – 8 hrs.

- The proposed project of the Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering. Presented draft lease agreement ideas with City Council at last night's meeting.
- Work continues on the Northwest Cultural Heritage Tourism Rack Brochure, Photo selection and search continues.

6. CHAMBER UPDATE:

Government Affairs Committee Meeting and Young Professionals, July 10th, Garfield County Air Show VIP Seating, Friday and Saturday, July 13th -14th. Women in Business, July 17th. Business after Hours will be on July 26th at Miner's Claim Restaurant in Silt from 5:30-7:30pm. Ambassador Ribbon Cuttings on July 26th for Tee Pee Bible Camp and Quick Mediation Services.

7. NEW BUSINESS:

A. RREDC Update

The RREDC continues to look at opportunity sites for new business as well as existing area businesses that may want to expand within western Garfield County. The RREDC has received the Pro Forma and financial reviews for the Recreation Center and would like to present them at the next meeting.

B. New XCEL Light Pole Regulations

Mike Braaten, after attending an Xcel meeting in Denver, states Xcel is sighting safety concerns with the installation of non-tariff-approved attachments on their light poles. The ban will include banners, flags, decorations or other non-permitted attachments. Xcel states they have had a tariff in place since the 1950's that specifically bans attachments that are not related to police use, but have not enforced it until a recent injury. He states Xcel is asking each community to purchase at least 12 light poles at an average cost of \$5-6,000 each. The last day to install any new attachments is Sept. 1, 2012. However, groups and cities must submit a letter of request by July 30, 2012, to allow time for safety inspections. Regardless, all attachments must be removed by Dec. 31, 2012.

The City does own the poles on East and West 3rd St. and West Ave. Centennial Park and Deerfield Park would be another location where existing banners could be relocated.

A motion was made by Rickstrew, seconded by Paddock to write a letter to Xcel requesting safety inspections be made to the Xcel light poles. The motion passed unanimously. Rogers will contact the Operations and Maintenance Dept. to confirm being able to take down the Holiday Decorations by Dec. 31st on all Xcel light poles.

C. East Third St. 1980's Building Façade Renovation

Rogers presented an architectural drawing of East Third Street completed in the mid 1980's. On the drawing were 'Short-Range and Long-Range' recommendations for building façade renovations. The DDA Board was interested in looking into the Garfield County Building, previously called the 'Henry' Building, which was a Penny's store before that. The thought would be to encourage the County to renovate the exterior to bring it back to its original appearance. Rickstrew stated he would speak with someone from the County (Drew) and start a conversation about renovation.

D. Eagle Scout Project, Transit / Bus Stop Design, Hwy 6&24

Joseph Reyelts, Eagle Scout Candidate, has selected the construction of a Bus Stop Shelter at the existing Park-n-Ride location at 6&24 across from the Shell Station. He has received a letter of support from CDOT and also presented the designs to Rifle City Council for their support. The pad and prefab structure could be removed and relocated if future development was to occur. The DDA Board preferred the 'Statesman', which was a simple design of glass, metal and standing seam metal roof. A motion was made by Stuver, seconded by Rickstrew to encourage the 'Statesman' design and proceed with fundraising. The motion carried. The estimated cost is around \$15,000, which Joseph states he will solicit from area businesses. He will also have help constructing it with his scout troop.

E. Other

Rogers mentioned Rifle Works has bought the building between the New Ute Events Center and Alpine Bank and will be renovating it. Also, a new Kid's Clothing Store has come to town. Someone has shown interest in the old 'Hunter's Café' and the Karylette's Store may have new owners soon – although a different business altogether. La Hacienda has closed.

8. PROJECTS /EVENTS

A. Rifle 3DA (Downtown Design and Development Academy) – Rogers discussed outcomes from the sessions. They include:

- **Embrace the Colorado River.** The River is a key draw for Rifle. There are few communities in the region taking advantage of the river and if Rifle can establish itself as a River Town, it will be set apart from the other towns. Over the long-term, the river can be Rifle's greatest asset.

- **Engage the larger community** in current downtown projects as well as other community efforts. The group wants to get the larger community interested in the downtown and get them to spend time there.
- **Improve the physical and social connectedness of the community.** Establish downtown Rifle as a regional and local destination by creating the following: **Increase the walkability of the downtown** by expanding sidewalks, improving streetscapes, have more street art to draw interest from pedestrians. **Increase Mobility Options** by creating bike lanes and pedestrian amenities.
- **Integrate the Energy Village** concepts in the downtown. The group saw this priority as being more of an undercurrent to everything happening in Rifle. It is more of a 'how' to get things done rather than a goal. Integrating Energy Village concepts in new development in Rifle should be standard operating procedures.
- **Establish the Downtown as a Destination.** The group saw this as critical. All the other priorities play into this goal. Encourage participation in the **Colorado Main Street Program.**

- B. Business Operations Plan / Pro Forma for the New Ute Events Center
City Council approved a small expenditure of the HUD / DOLA grant money for this study. The work will be done by Economics & Planning Systems (EPS), Denver. The principal of the company is Andrew Knudtsen.

9. MAINTENANCE

- A. Irrigation – Rogers is due to receive another estimate for repairs to the Museum Lot. The shrubs and trees are being hand watered in the meantime.
- B. Other – Rogers will speak with the Operations and Maintenance Dept. regarding a timeline for removal of the old banner poles along Railroad Ave...

10. **ADJOURN:** The meeting adjourned at 8:02am.

Respectfully submitted,

Helen Rogers,
DDA Manager