

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
August 1, 2012
Rifle City Hall

1. CALL TO ORDER:

Vice-Chairperson, Michael Langhorne, called the meeting to order at 7:05 a.m.
Members Present: Wilma Paddock, Gil Frontella, Nella Barker and Diane Razez.
Members Absent: Sally Brands, Jay Rickstrew, Tom Stuver, and Randy Winkler.
DDA Manager Present: Helen Rogers
Guests Present: Mike Braaten; Government Affairs Coordinator, Frank Ladd; RACC
CEO, Nathan Lindquist; City Planner.

2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker, to approve the minutes of July 3rd, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: \$1984.00 for power washing, daily watering of flower pots and watering 3rd St. curb extensions. 2) All About Sprinklers: \$685 for repair of Museum Lot Irrigation. 3) VIP Trash Services: \$140.00. A motion was made by Barker, seconded by Paddock to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 48.5 hrs.

- The Museum Lot Irrigation system failed in two zones. Water had been gushing from the base of both trees. All About Sprinklers completed repair of both zones.
- Participated in 3DA (Downtown Design Development) Informational Booth at Centennial Market, July 1st.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting and minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – .5 hr.

- Cost Estimates are due August 17th from Phil Vaughn.
- A conference call occurred with Andy Knutson from EPS to provide services for the Ute Pro Forma or business plan. It is due to be around the first of Sept.

Visitor Improvement Fund – 5 hrs.

- The draft lease agreement proposal for CDOT including phases is in the hands of Jim Neu, City attorney. More follow up meetings will occur.
- Also, Proposed Boat Ramp article occurred in the CT on July 12th.
- Work continues on the Northwest Cultural Heritage Tourism Rack Brochure, Photo selection and search continues.

6. CHAMBER UPDATE:

Frank Ladd presented the upcoming Chamber events for August. The Garfield County Fair Parade will be held on August 4th. The membership appreciation lunch will be held on August 16th at the Rifle Information Center. Women in Business Luncheon at the Library is scheduled for August 21st. Business after Hours will be held at the Bookcliff's Council on the Arts and Humanities, Thursday, August 30th.

A new Chairman of the Board has been selected, Nita Smith from NLS Business Solutions. August 6th-10th, KREX will broadcast "I Own Rifle" spots on the radio.

The Chamber is looking for area businesses to host high school age interns on Fridays this coming school year. Details are still being worked out as far as compensation to the kids or businesses.

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. Staffing issues are being addressed.

B. Colorado Main Street Concept – Langhorne

After much discussion with various boards, City Council and City staff, it was decided the RREDC should head up the Main Street Program as the organizing body. The Stake Holders are the City of Rifle, RACC, DDA, RREDC and VIF. The Main Street Committee would be made up of various members from those boards. Along with Organization, three other approaches would need to occur: Promotion – Chamber and VIF, Design – DDA, and Economic Restructuring – RREDC. There will be some overlap as well.

One major concern is that we use existing organizations and boards and not try to establish another committee.

DOLA will be creating Mini Grants from the Energy Impact Fund to disperse to Main Street Programs for projects. A Revolving Loan Fund was mentioned, possibly funded by a collection of area banks, to get area businesses to improve their façade or interior space.

A motion was made by Paddock, seconded by Razee, to become part of the Main Street Program and move forward with it, approving unanimously.

C. Grants – Nathan Lindquist

Nathan Lindquist presented a draft questionnaire to be given to area businesses in order to obtain input on needed services to enhance the business environment of the downtown.

Topics for the possible services would be Design (Façade Improvement, Interior Space, Outdoor Space, and Landscaping), Marketing or Merchandising, Improvements to Public Infrastructures (landscaping, trails, sidewalks, parking, benches) Energy Audits for buildings and Historical Assessments.

The general feeling was that it could be a great way to obtain information, but the board was doubtful if area businesses would participate as there is increased resentment about having more consultants coming to Rifle and less capital improvements being done.

D. Other

Rogers requested funds to attend the annual DCI Conference, Sept 12-14th in Golden. A motion was made by Frontella, seconded by Barker to approve \$350 in expenses for Rogers to attend. The motion carried.

8. **PROJECTS /EVENTS**

A. Rifle 3DA (Downtown Design and Development Academy)

Rogers stated the group continues to provide an informational booth at area events. They include the Centennial Market and the Air Show.

B. Business Operations Plan / Pro Forma for the New Ute Events Center

A conference call occurred in July with EPS (Economics & Planning Systems) out of Denver. The principal of the company is Andrew Knudtsen. They will be doing comparative analysis with other similar venues as well as preparing cost analysis of programs and preparing a business plan. It is expected to be completed around the 1st of September.

C. New Banner Poles

Rogers met with Frank Shaw regarding logistics in taking down all the Xmas decorations along Railroad between Christmas and New Year's Eve. As Christmas is on a Tuesday this year, he thought he would be short staffed which would make it difficult to take them all down by the 31st as XCEL has requested.

Given the number of City owned light poles in Civic Park, the Brenden Theater area, East and West 3rd St. and West Ave., there will be enough opportunity to display the banners, wreaths and garland around the area poles. We will also have the four sets of lights on the large banner poles.

Rogers designed a new 'double' banner pole which could be placed along Railroad Ave., which the City would own. Shaw is obtaining pricing on the poles. They would not have electricity and use existing brackets.

E. Fall Festival

Rogers mentioned the Fall Festival is scheduled for Sat. Oct. 20th. It will be similar to last year's event. The 3DA Group is interested in participating this year as well. The Chili Cook-Off is scheduled for Thursday, Oct 11th and could tie in nicely.

9. MAINTENANCE

A. Irrigation Issues – As stated above, the Museum Lot had several problem areas which have been resolved. West Ave. continues to need repair. Rogers has requested estimates for timers for 4th St. as well as switching to bubblers for the trees.

10. ADJOURN: The meeting adjourned at 8:21am.

Respectfully submitted,

Helen Rogers,
DDA Manager