

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES

Wednesday, October 3, 2012
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Sally Brands, called the meeting to order at 7:03 a.m.
Members Present: Jay Rickstrew, Wilma Paddock, Tom Stuver, and. Gil Frontella, and Nella Barker.
Members Absent: Diane Razee, Randy Winkler, Michael Langhorne.
DDA Manager Present: Helen Rogers
Guests Present: Frank Ladd, R.A.C.C. CEO, Ed Arnold, Rifle Citizen.

2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker, to approve the minutes of September 5th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: \$1,612.00 for power washing, watering of flower pots, watering 3rd St. curb extensions, and Elk Cleaning. 2) VIP Trash Services: \$140.00. 3) Gary McAlary, weeding 3rd and 4th Sts, Museum Lot: \$240. A motion was made by Frontella, seconded by Rickstrew to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 40 hrs.

- Participated in the initial Main Street meeting – volunteered to be Chairperson.
- Tour de Downtown will be held Oct. 12th from 4-8pm. Talking to businesses and encouraging them to participate. Coordination of the banner. A design Charette will be held at the Library in the upstairs conference room at the end of the night with refreshments.
- Obtained irrigation estimates for West Ave.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting and minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 17.5 hrs.

- Attended City Council Workshop, Wed. Sept. 12th to discuss the cost estimates, presented by Phil Vaughn and the business plan from Andy Knutson of EPS.
- The NUTS Annual Meeting was held Sept. 20th at the UTE. About 30 people attended. New younger board members are emerging from the community.
- Financial Strategy Meeting with City Staff.
- Fall Festival Planning continues, i.e.: flyers, promotion.

Visitor Improvement Fund – 8 hrs.

- Attended NWCCHT Meeting in Meeker. Continue fine tuning Rack Card for Rifle. Needed to obtain another elk photo as other would have cost \$225.
- Attended VIF Budget Meeting with City Staff.
- Boat Ramp Lease Agreement in CDOT's hands.

6. CHAMBER UPDATE:

Frank Ladd presented the upcoming Chamber events for September.

The Election Forum was well attended on October 2nd at Rifle City Hall, with 70+ people attending. The Chili Cook-Off is scheduled for Thursday, Oct. 11th. Twenty booths have registered so far. The Hunter's Tent will be located in the Wal-Mart Garden Center this fall. Business after Hours will be held at Alpine Bank, Oct. 30th. Costumes are welcome.

7. NEW BUSINESS:

A. Election of Officers

New slates of officers were elected:

Chairman: Jay Rickstrew – Motion made by Frontella, seconded by Barker, unanimously approved.

Vice-Chair: Sally Brands – Motion made by Barker, seconded by Rickstrew, unanimously approved.

Secretary/Treasurer: Nella Barker – Motion made by Brands, seconded by Rickstrew, unanimously approved.

B. RREDC

Brands stated the RREDC has another employee which brings their staff count to 2 FTE's. Half of the second staff salary is coming from the City for the Main Street Coordinator.

C. Main Street Update

Rogers volunteered to be the Chairperson for the Main Street Program. The stakeholders or voting members will consist of a representative from RREDC, Chamber, DDA, VIF, 3DA and a Retailer along with 2 minimum at-large volunteer members. The focus will be on Rifle's Main Street for the first 6-12 months; and roll it out to New Castle and Parachute after that. The group is in the process of developing its organizational capacity, strategic plan and deliverables to City Council by December.

Each entity will share their respective strategic plans to help develop a Main Street Plan.

Rogers presented a list of priorities and opportunity sites presented at the Sept. meeting from Nathan Lindquist which the 3DA group and the Planning Dept. came up with.

3DA Opportunity Sites - **DDA Preferred in Red**

1. Gateway Improvements – Railroad Ave. /Hwy 6 Intersection (park and ride, Shell Gas Station, jersey barriers)
2. 3rd St. temporary patios on parking spaces in front of Thai Chili / Creekbend
3. Rifle Creek – 3rd St. to Centennial Park improvements (trail, farmer's market structure, creek clean-up, etc.)
4. Railroad Ave. streetscape improvements (2nd St. - 4th St.) Landscaping, sidewalks, facades, awnings, murals.
5. W. 2nd St. Vacant Lot – activation plan (how can it be used temporarily for events until redevelopment happens?)
6. Middle School Gravel Lot
7. Façade renovation example (County building on 3rd; Qwest Building, other?)
8. Parking Structure Façade Improvements
9. 3rd St. Sidewalk Meter Remediation (Suggested by DDA)

DDA Maintenance Projects / Priority List - **O&M Dept. in Purple**

1. Removal of Old Banner Poles
2. Remove all light pole brackets on Railroad Ave and across bridge on Hwy 13. Any that Xcel owns.
3. Removal of Old Trash Receptacle in front of Rifle House.
4. Removal of old wooden Billboard signage near Railroad Site (owned by Union Pacific Railroad)
5. Irrigation Issues -
 - a. West Ave. Tie-in
 - b. Backflow Preventers, Valve Controls
6. Tree Wells
 - a. West Ave. Trees - fabricate iron 'L' squares to support tree wells.
7. Repair
 - a. Museum Parking Lot Water Box - rebuild
 - b. Electrical Box on New Banner Pole, SW Corner of E. 3rd and East Ave.
 - c. Handicap Ramps (2) – shoe print, SW Corner of E. 3rd and East Ave., SE Corner of W. 3rd and West Ave.

DDA Projects List

1. Way Finding Signage
2. Pedestrian 'State' Crosswalk Stands
3. Double Banner Poles along Railroad (Hold off for now, concentrate on entry to Rifle area – removal of weeds and unwanted trees)
4. Store Front Renovations / Awnings - Create flyers to inform people of reimbursement of paint and signage in the DDA District.
5. Sidewalk Renovation – expand West 2nd Street look.
6. County Building façade renovation (may be for sale soon)
7. Light Poles – West Ave. completion.
8. Alleys – bury utility lines

D. Tour de Downtown, Friday October 12th

As mentioned above, another 'Tour' is scheduled from 4-7pm with games and specials at downtown businesses and restaurants. It will be followed with Design Shindig, Part Deux from 7-8pm at the Rifle Library, where the next phase of designs for downtown improvements will be presented and discussed. Refreshments will be served in the upstairs library patio.

E. 2013 Budget Approval

A motion was made by Rickstrew, seconded by Paddock to approve the 2013 Draft Budget with the following change: Move \$48,000 from line item 41 (205-4651-400-735), 3rd St. Irrigation, to line item 43 (205-4651-400-743) General Downtown Improvements. The motion passed unanimously. A budget workshop with council is scheduled for Tuesday, October 23rd at 6pm.

D. Other

Weed issues were reported by Ed Arnold along the east wall of the vacant lot off W. 3rd St. by the Brenden Theaters. Johnson Construction did the work. Rickstrew stated he would speak with John Hier regarding this area.

8. PROJECTS /EVENTS

A. Fall Festival, Sat. Oct. 20th

Rogers stated the 2nd Annual Fall Festival is scheduled for Sat. Oct. 20th. Events will start at noon in Centennial Park. Amphitheatre music begins with the Matt Skinner Band followed by the Highlands Elementary Choir, Hot Dog Eating Contest and Frog and Toad Band. Events in the 'Field' or Big Bowl include the Leonard Curry Trio, Doggie Costume Contest and Splitter Battle. The Street Dance will be held again in front of the UTE Events Center on E. 4th St. from 5 to 10:30pm. The Johnny O Band will perform along with Rock Ridge, ArtillumA Dance Co., Sol de Mexico and Boom Town Players. Beer from Rifle Brewing Company will be sold along with T-Shirts benefiting the Ute Events Center Construction.

B. New Railroad Double Banner Poles for Railroad Ave.
Project Continues.

C. West Ave. Light Poles, Tree Grates.

Rogers presented photos of where two light poles were never put in on West Ave. Apparently when the project was done many years ago, the DDA ran out of money. Light poles with LED lights will cost approximately \$3500. Rogers will work with the City Engineer regarding timing of fixing the tree grates on West Ave. and irrigation issues to find a solution.

9. MAINTENANCE

A. Irrigation Issues

Rogers presented an estimate for repairing West Ave. irrigation issues. The total was \$1298.63. A motion was made by Rickstrew, seconded by Paddock, to approve the amount for West Ave. The motion carried. Rogers suggested waiting until next year to change out some of the irrigation to bubblers, also adding timers to 4th St. until next spring.

10. ADJOURN: The meeting adjourned at 8:17am.

Respectfully submitted,

Helen Rogers,
DDA Manager