

# DDA

DOWNTOWN DEVELOPMENT AUTHORITY  
202 Railroad Avenue - P.O. Box 1908 - Rifle, CO 81650  
Phone (970) 625-2121

## MINUTES OF December 2, 2009

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

**Members Present:** Jeanice Freeman, Gil Frontella, Tom Stuver, Michael Langhorne, Randy Winkler, Andrew Legg, Jay Rickstrew, and Kathy Runia

**Members Absent:** None

**DDA Manager Present:** Helen Rogers

**Guests Present:** RACC Director; Annick Pruett, Rifle City Manager; John Hier, Rifle Assist. City Manager; Matt Sturgeon, City Planner; Nathan Lindquist, Mayor; Keith Lambert, Jim Voorheis, Government Affairs Coordinator; Mike Braaten.

2. **APPROVAL OF MINUTES:** A correction to the November 4, 2009 minutes was made: Under New Business, A. Remington Square, the second to last sentence should read; After the 24 months, if the project is not built, it would revert to what is then required by code. A motion to approve the minutes with corrections, was made by Winkler, seconded by Langhorne and approved unanimously.

3. **FINANCIAL REPORT:** The October financial report was available for review as well as the latest detail ledger. A motion to approve the financial report was made by Rickstrew, seconded by Freeman, approving unanimously.

4. **BILLS TO BE APPROVED:** Brands presented the bills.1) Gil Frontella: Maintenance crew, \$358.00, 2) Mountain View Tree Farm: Tree, \$120.00. 3) Soak-N-Wet Sprinklers: \$552.00, \$89.00. 4) V.I.P. Trash: \$560.00. 5) Citizen Telegram: \$28.34. A motion to approve the bills was made by Freeman, seconded by Frontella. The motion carried unanimously.

5. **CHAMBER UPDATE:** RACC Director, Annick Pruett, presented the Chamber Updates. The featured Chamber Business of the Month is Giard Homes. An Energy Independence Presentation will be held at CMC on Thursday, Dec. 3<sup>rd</sup>. The annual Christmas Party will be held at Alpine Bank on Dec. 10<sup>th</sup>. The Women in Business Holiday Luncheon will be held at Columbine Restaurant on Tuesday, Dec. 15<sup>th</sup>. The Annual Ice Fishing Tournament will be held on January 16<sup>th</sup> and 17<sup>th</sup>.

## 6. **NEW BUSINESS**

### A. **Holiday Lights**

Rogers stated the new decorations are going up. The Elk Banners will be placed north and south of town. New LED Skylights will go across Railroad at three locations, and new LED lights will be placed on the trees on 3<sup>rd</sup> St. The City Crews are helping to hang all of them.

The Finance Dept. wanted to know which account the DDA's \$2500 contribution was coming from. It was suggested it come out of the 'General Downtown Improvement' account. Rogers will notify Charles in Finance.

B. The Downtown Colorado Institute, Economic Restructuring

Michael Langhorne and Mike Braaten attended a conference in Loveland, on Nov. 13<sup>th</sup>, put on by the Downtown Colorado Institute. The emphasis was on economic incentives for downtown development and preservation. Braaten reports Rifle is far ahead of other communities with the fact that we have a DDA and a VIF Board as a funding source.

Mike Braaten talked about two programs that were presented; A Downtown Business Consulting Program by the City of Boulder and the SBDC, and Economic Development Strategies You Can Use.

They also visited the Rialto Theater, which has been newly remodeled and is a center piece for Downtown Loveland.

C. Rifle Shopping Incentive Program Update

The 'Buck Shops Here' shopping incentive buck went out the week before Thanksgiving, on Nov.19<sup>th</sup>. It was printed in both the Citizen Telegram and the Post Independent. The program seemed to be well received, however, getting the word out about the 'Bucks' could have been better. The City is considering running the program again as there seems to be plenty of money left. The City will spend up to \$50,000 for this program.

D. New Signage / Building Improvements

Rogers presented a sign from Rifle Lock and Safe. The total for the flag signage and frame was \$561.46. DDA will reimburse 2/3 the cost which totals \$370.56. A motion was made by Freeman to approve, seconded by Langhorne, passing unanimously.

**7. PROJECTS:**

A. Downtown Murals

Rogers read a letter stating the Murals will become the property of the DDA once they are completed, signed by herself and Jen Sanborn. Stuver relayed the need for a lease agreement between the building owner and the DDA before placement of the murals. Rogers and Brands will look into it. Also the City, through the Visitor Improvement Fund, issued a check of \$7,500 to the Rifle Community Foundation with the specific intent the money be released to the DDA for partial funding of the murals. The check was issued on November 16<sup>th</sup>, 2009.

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

Frontella and Stuver reported a non-profit board was formed under a 501-c-3 status to eventually manage the operation of the theater as well as start planning for renovations. An agreement is underway with the City to define the details. Memberships are available and further information will be forthcoming.

C. Downtown Zoning – Building Design Committee

A committee comprised of Gil Frontella, Jeanice Freeman, Sally Brands, Helen Rogers and architect Jeff Johnson continues to discuss the CBD Sub-Districts as proposed in the Comprehensive Plan. The committee hopes to be done in December.

D. Graffiti, 9<sup>th</sup> Judicial District Probation Dept.

Rogers reports she met with probation officers and their clients in November to remove more graffiti. Ed Rosendale, Supervisor for the 9<sup>th</sup> Judicial Probation District and other probation officers assisted juvenile offenders in removing graffiti to help with their 'Restorative Justice' hours. There may be an opportunity for Downtown Clean-up as well. Rogers will coordinate with the Probation Dept.

E. Moose Lodge

Rogers met with another brick layer this past week to look at the Moose Lodge Building as well as the Theater Building. He stated the project was too big for him, but would pass the information along to another contractor. Brands and Rogers will keep searching for the right contractor.

F. Other Matters Brought Before the Board

Mike Braaten reports the Governors Energy Office (GEO) may be interested in funding a Photo Voltaic Retrofit Program for the downtown commercial core or neighborhood blocks. He is in contact with Boulder County and will let us know if will be moving forward.

**8. MAINTENANCE**

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds

C. Parking Lots:

D. Alleys:

E. Street Lights:

F. Trees:

9. **ADJOURN:** The meeting adjourned at 8:30am.

Respectfully submitted,

Helen Rogers, DDA Manager