

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES

Wednesday, October 2, 2013
Rifle City Hall

1. CALL TO ORDER:

Chairman, Jay Rickstrew called the meeting to order at 7:02 a.m.
Members Present; Michael Langhorne, Gil Frontella, Wilma Paddock, Randy Winkler, Sally Brands, Nella Barker and Tom Stuver.

Members Absent:

DDA Manager Present: Helen Rogers

Guests Present: Frank Ladd; CEO, RACC, JR Bolton; City of Rifle Detective, Dana Ingram; Rifle Main Street Coordinator, and Nathan Lindquist; City of Rifle Planning Director, Ed Weiss, and Danell Kelly.

2. APPROVAL OF MINUTES:

A motion was made by Langhorne, seconded by Paddock, to approve the minutes of September 4, 2013, approving unanimously.

4. FINANCIAL REPORT:

The Financial Report was presented for review. Board members asked why there was such a difference between actual and projected revenues for 2013. Rogers will ask the Finance Director. A motion was made by Brands, seconded by Paddock to accept the financial report as presented. The motion passed unanimously.

4. BILLS TO BE APPROVED:

1) Mr. Power S; watering downtown flowers and 3rd St., Elk Cleaning: \$770.00.
2) Gil Frontella Weeding Maintenance; \$217.50 3) Mistyoga, Signage Reimbursement; \$278.00 4) VIP Trash Services; \$145.00. A motion was made by Paddock, seconded by Langhorne, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 82 hrs. (Main Street – 14 hrs.)

- The September First Friday took place on Sept.6th with special events such as the outdoor movie (Raiders of the Lost Ark) at Centennial Park, Classic Car Show on the 2nd St. Lot and several merchants participating with specials. The Library hosted the unveiling of the Middle School Mural as well as having their Art in the Stacks artist reception with George Cutting's photo reception.
- Attended the Downtown Colorado Inc. Annual Conference in Grand Junction, Sept.11th-13th. GJ was one of the original Main Street under the Dept. of Interior 50 years ago. Some of the tracks attended were the DOLA Main Street Sessions, Urban

Design, Wayfinding and Digital Tools, Healthy Downtowns to include walkability and bikability and connectivity between neighborhoods. In one community they had a historic bridge they wanted to save similar to ours. They brought in tables and chairs and catered in a dinner for a fundraising event.

Dana and I also met with the DOLA Architect, Tom Stroh, and discussed downtown projects such as the Railroad Ave. corridor, and the Old Filling Station on corner of East Ave. and E. 3rd St.

- Continued working on the relocation area for the DDA office within the Rifle Library 2nd floor space.
- Met with Jay, Matt and Charles regarding the 2014 Draft Budget.
- Nathan, Dana and I met with the new younger owners of the Winchester Motel regarding paint and signage incentives.
- Continuing coordination of downtown maintenance to include weed control, cleaning out the trees wells, watering the flowers and 3rd St. curb extensions.
- Includes daily emails and communication with City Staff and others, prep for DDA Meeting, DDA Meeting and Minutes, Regular Budget Report, and Manager's Report.

New Ute Events Center Restoration – 2.5 hrs.

- Interior renovation continues with PNCi as the General Contractor. The 2nd layer of concrete was added last week and they will start on the vaulted steel ceiling reinforcement in the next couple of week. They have started on the roof replacement.
- Current projected completion is still by the end of November.
- NUTS are participating in the Fall Festival on Sat., Oct. 19th by providing a beer and wine tent and coordination of music, theatre and dance at the Centennial Park Pavilion by Artilluma, Folklorico Sol de Mexico, Boom Town Players, and the Johnny O Band. The event goes from noon to 10pm.

Visitor Improvement Fund – 4 hrs.

- Fielding questions from CDOT regarding environment issues for the proposed Rifle Boat Ramp Relocation, such as replanting areas disturbed, size of existing boat ramp as opposed to the new one, impact of fisherman on the river with a new boat ramp.
- Continue asking for letters of support from Lanny Grant with Garfield County Search and Rescue and now Brian Gray with Colorado Dept. of Parks and Wildlife.
- We still need \$5,000 for matching monies before going to the BOCC for the \$40,000 match for the 30% match needed for the GoCo Grant.
- Met with Nancy Kramer regarding the Historic Gateway Signage Project and the Energy Trail Project. A new non-profit and board of directors will likely be formed as the Ag Alliance group out of Steamboat feels it's become bigger than their sphere of intended 501-c-3 use.

6. CHAMBER UPDATE:

Frank Ladd presented the Chamber Report. The Second Annual Western Slope Softball Tournament showed an increase of teams and many of the participants stayed at area hotels.

A Healthcare seminar was held at CMC, Sept. 16th for information on the Affordable Care Act educating the participants about the program and on-line signup starting on Oct. 1st.

The Annual Chili Cook-Off will be held Oct. 10th at the Fairgrounds Arena. There will be music and dancers this year and beer will be served.

7. NEW BUSINESS:

A. Budget Review, 2014

Rickstrew presented the draft budget for 2014. There were minor changes made from the meeting with City Staff on Sept 13th. A motion to approve the 2014 Budget as presented was made by Brands, seconded by Barker, passing unanimously.

B. RREDC / Main Street Update

Langhorne stated he will present their yearly update to the council at tonight's meeting addressing the future plans for the fitness center. Jacquelyn Johnson has started working part time for the RREDC. He and city staff met with developers regarding multi-family housing site locations concepts from the HUD/TOD Grant designs for the downtown. They seemed impressed with the opportunities.

Dana Ingram talked about the First Friday event coming up this Friday with many businesses participating in the pumpkin carving contest. There will also be a 'yappy' hour where owners can bring their dogs to the old filling station on East Ave. and 3rd for treats. The Rifle Animal Shelter will be there as well with dogs to adopt.

Ingram also stated the mural for the parking garage is close to completion and will be installed soon. The middle school mural will be placed in the window of the corner building which Christner's own so to have high visibility until it can get framed and find a permanent home. Ingram started an account with 'Crowd Funding' a web site where people can donate towards a projected cause. Dana listed the framing of the middle school mural at \$1,000 to offset the web site fee.

Ingram also created a Rifle Main Street Economic Assistance Incentive document listing the Main Street Incentives, DDA Incentives, City of Rifle Incentives and information on the RREDC Revolving Loan Fund recently created. This will be handed out to area businesses.

C. DDA, Chamber Office Relocation MOU

Amelia Shelley was unable to revise the MOU and present it to her Library Board for approval by the DDA Board's October meeting. It was tabled until November.

D. Two Hour Downtown Parking Issues, West Ave. and W. 5th St.

After the September meeting, Rogers created a letter, signed by Rickstrew, to invite the businesses and residences located on West Ave. and W. 5th St. where the 2 hour restricted parking occurs to the next DDA meeting. Rogers went door to door and handed out the letters. Four businesses responded in writing. Those in favor of retaining the two hour restrictions were Karen Lucas, CPA, Blain Franklin with Edward Jones, and Jan Hubbell with Cornerstone Mortgage. Those against were three people from the office of Cheryl & Co., Real Estate; Cheryl Chandler, Cindy Sullivan and Monique Speakman.

Those in attendance to address the issue were Ed Weiss with Weiss & Associates and Danell Kelly with American National Bank. Ed Weiss stated. 'Our customers come before us. The restricted parking is functional; it has worked well when it was self-enforced as well. It seems the level of enforcement is the issue now. We rent space across from us so that our customers have room to park. Danell Kelly stated she has 6 full-time employees who park in their parking lot which leaves only two spaces left for customers. They would like to park on the street, but now need to move their cars every two hours, disrupting business.

Stuver pointed out there are 35 unrestricted parking spaces within a block and a half from their business. Rickstrew added Alpine Bank has designated parking areas for their employees behind their building providing customer parking on the street.

J.R. Bolton stated the signs are a notification of the law and cannot be selectively enforced. The area cannot be designated as a low priority area. In order to change the law, the attorneys would need to rewrite the ordinance.

A motion was made by Brands, seconded by Stuver, not to change or lift the two hour restriction on West Ave. or W. 5th St. The motion passed unanimously.

E. Other – Nathan Lindquist, City Planning Director

Nathan introduced a project the City has been working on with solar panels for the downtown parking garage. The City received a grant of \$140,000 to help make City Hall a 'Net Zero' consumption building within 20 years. Several designs were displayed. Concerns regarding esthetics, view shed from the Library and general ugliness of the panels were discussed. Rickstrew asked if the private sector can't install something like this, then why does the City get to. It was the consensus from the board to not be in favor of the design.

Nathan stated Century Link is looking to expand their building on W. 3rd St. and will look at ways to improve the building façade.

Rogers asked the DDA Board if she could place an orange hat and vest on the elk for the hunting season. Most board members stated they didn't feel it was a good idea and may encourage vandalism.

Frontella stated he was concerned about the investment DDA had made in the Remington image of the horse and rider on the side of Timberline Sports building. Rickstrew stated he would speak with the owners.

8. PROJECTS

A. First Fridays, Fall Festival

The Fall Festival is slated for Sat. Oct. 19th. The New Ute Theatre Society will host a beer and wine tent along with local acts starting at 5pm, such as the Boom Town Players, Artilluma Dance Company, Folkloric Sol de Mexico, and the Johnny O Band.

Blair Bracken, City Special Events Coordinator is lining up the day time events, starting at noon, to tie into the fall theme such as pumpkin carving and a wood spitting contest.

- B. Bus Shelter, CDOT Park-n-Ride
Rickstrew again indicated Alpine Bank will contribute \$1,000 for the project with Joe asking a concrete company to make up the difference towards the cost of the project. Rogers will contact the Eagle Scout, Joseph Reyelts.
- C. Way Finding Cost Estimates
Rogers and Nathan Lindquist discussed locations for Wayfinding along Railroad Ave. There may be new locations within new curb extensions which will be suitable for way finding.
- D. Pedestrian Crossing Signage
Two signs have been ordered by Bobby O'Dell at the City O&M Dept.
- E. Bulb Planting
The Main Street Committee has indicated they would be interested in helping to plant bulbs in the downtown area. Saturday, November 23rd is the date.
- F. Holly Days Parade of Lights, Dec. 7th
The Main Street Committee may be interested in coordinating the Holly Days Parade as the Chamber has decided not to be in charge of it.
- G. UTE Event Center Celebration
The New UTE Theatre Society would like to help organize a community celebration of the opening of the UTE this winter.
- H. Rifle Boat Ramp Relocation
Rogers continues to be in contact with CDOT's Environmental people and ROW manager Kathy Freeman, fielding questions.
- I. Historic Rifle Gateway Sign
Rogers continues to work with Rifle Historic Society toward the completion of the gateway sign project in conjunction with the Northwest Colorado Cultural Heritage Tourism Committee.
- J. Other

9. MAINTENANCE:

- A. Fall Clean-up / Irrigation Issues
Rogers has scheduled the winterization to occur Oct. 10th. All About Sprinklers will blow out all the sprinklers, and detach the timers on 4th St, East Ave. and 2nd St. and Museum Lot.

10. EXECUTIVE SESSION

A motion was made by Brands, seconded by Winkler to go into Executive Session to discuss personnel matters.

11. ADJOURN

Respectfully Submitted,

Helen Rogers
DDA Manager