

# DDA

Downtown Development Authority  
Rifle, Colorado

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Wednesday, April 7th, 2021

## 1. CALL TO ORDER:

Part-Time DDA Manager, Helen Rogers called the meeting to order at 7:05am.

Members Present: Christine Campbell and Raquel Mendizabel

Members Absent: Gil Frontella, Jay Rickstrew, Theresa Hamilton (Council Rep) Ed Arnold, and Jacquelyn Johnson.

Guests: Kim Burner, (GRIT Manager), Matt Waller (Planning Director), Craig Spaulding (Engineer) Adam Whitt, Owner, Whitt Clothing Company

Due to lack of a quorum, discussion centered on the impacts of downtown construction. The project seems to have expanded from only doing half the block to a full block and now going onto Railroad Ave. from 2<sup>nd</sup> to W. 3<sup>rd</sup> Streets. Staff stated the project is ahead of schedule.

It's expected half of W. 3rd Street will reopen soon as the water lines have been replaced, and sidewalks are being poured. Rifle City Council is discussing using concrete instead of asphalt for the street surface, which needs less maintenance, but costs more.

Downtown businesses have been highly impacted by this.

Rogers will send out an email requesting payment of the bills.

Those approving of paying the bills were Rickstrew, Arnold, Campbell and Johnson.

## 2. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,200. 2) Mountain Waste & Recycling; \$76.96 3) All Around Property Maintenance, Retainer for Snow Removal; \$450.

## 3. MANAGER'S REPORT:

### DDA Administration – 40 hrs

- The online VIF/GRIT meeting occurred Tuesday, March 9th. The Chamber reports they are selling their building on Railroad Ave., asking \$395,000. The office has been underutilized and they are looking at creative options to help promote Western Garfield County Businesses. Also discussed was the Gateway Beautification Project at the entry and exit off I-70.
- The Rifle Farmers Market Board continues to meet. It's planned for Fridays from 4-8pm at Heinze Park from June 18 – Sept. 3<sup>rd</sup> with the Farm to Table at Bookcliff Art Center on Sept. 18<sup>th</sup>. I applied for a grant from the Rifle Community Foundation to help with Sprouts Corner (Children's Activities) and the Farm to Table Fundraising Dinner.
- Met with Craig Spaulding to review color options for the parking bollards. They are redoing samples to better fit the downtown color scheme.

- The Heritage signage is coming along, continuing to coordinate with Alan Lambert and Kathy Runia from Rifle Heritage Center to help with research and historic photographs of buildings. Putting together 3 ways to layout the signage. Costs are still unknown at this point.
- Attended the Communications Meeting on Monday afternoons, with Kim Burner (GRIT), Michael Churchill (Channel 10), Scott Hahn (City Manager) and Kathy Potosky (Public Information Officer) They have produced and distributed a lot of good information through the City's FaceBook Page.
- Continue to work with Mark Russell from Align MultiMedia for possible mural options for the west wall of the Christner Building (Brickyard Pizza).
- Took the flower pots up to New Castle Gardens for planting. We have been splitting the cost of the 10 clusters of pots with VIF the past few years, contributing around \$2,000 each. The DDA has \$2,500 in the Landscape Budget.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

#### **4. NEW BUSINESS DISCUSSED:**

COVID Relief Grants – Kim Burner stated there is still grant money available at just under \$40,000 to Storefront Businesses who were operating in March of 2020 who continue to be impacted by COVID. These are \$2,000 each. She will send out more information on these shortly.

GRIT Mini Grants also available through the Main Street Program - \$5,000 each year for 5 years. These could help with special projects yet to be determined.

Regarding creating more murals at this time, it may not be the best use of funds when businesses are being impacted by downtown construction. The Covid Relief Grants could be applied for relief and would be reimbursable through the CARES Act.

Resurfacing the Museum Lot and E. 4<sup>th</sup> St. Lot may be possible in the fall as it was budgeted for.

The New Ute Theatre Society will be offering free concerts on the UTE Patio on Thursday nights in May. The UTE bar will be open to purchase drinks.

Rifle Rendezvous will be held May 13<sup>th</sup> – 16<sup>th</sup> at the County Fair Grounds and Car Show at Metro Park.

Respectfully Submitted,  
Helen Rogers  
Part-Time DDA Manager