

DDA

Downtown Development Authority
Rifle, Colorado

Wednesday, May 5, 2021
Rifle City Hall

1. CALL TO ORDER:

Jay Rickstrew called the meeting to order at 7:05am.

Members Present: Ed Arnold, Christine Campbell, Raquel Mendizabel, and Jacquelyn Johnson, Gil Frontella

Members Absent: Theresa Hamilton (Council Rep),
DDA Part-Time Manager; Helen Rogers

Guests: Adam Whitt, Cheryll Anderson, Craig Spaulding, Kim Burner, and Patrick Waller

2. APPROVAL OF MINUTES:

The minutes from April 4th were available for review, however, they were not official minutes due to lack of a quorum and not applicable for approval.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,523. 2) Mountain Waste & Recycling, 2 yd alley Bin; \$77. 3) Happy Feet (Greg Henderlong) Parklet Dismantling; \$600. A motion to approve payment of the bills was made by Arnold, seconded by Johnson, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Reports from the City were available for review along with the 2021 working budget spreadsheet. A motion was made by Arnold, seconded by Johnson to accept the financials as presented. The motion passed.

5. MANAGER'S REPORT:

DDA Administration – 50.5 hrs.

- A walking tour of the downtown infrastructure took place after the DDA Meeting on April 7th. It was recommended to place the Downtown Landscape Design Display Boards in a visible place. Bookcliffs Survey windows were offered.
- The Rifle Farmers Market Special Events Application was submitted, along with a letter to the RE-2 School Board requesting a waiver for the sale of beer and wine within 600 ft. of school property at Heinze Park. Later learned it was approved by the School Board at their April 28th meeting.
- Attended the City's Communications Meeting twice. Those usually in attendance are Kim Burner, Craig Spaulding, Michael Churchill, Kathy Potoski, and Scott Hahn. Updating the Facebook Page with events and City web site along with interviewing business owners seems to be the priority. The Meet, Greet, and Smile Campaign is still going on. Purchases from downtown businesses of \$850

worth of gift cards are to be given out to the public in the near future to encourage them to shop and dine locally.

- Met with Rifle Works staff to see what it would take to hire a laborer or maintenance person to help with downtown issues through them. The minimum hourly pay would be \$20.36 which would include Workman's comp., taxes and admin fee. Still trying to confirm Bryce Bauer for maintenance as he would be less expensive at \$17.50 per hour
- During the Downtown Strategies Meeting at the Bistro, several ideas were discussed to encourage shopping and eating downtown. Rogers contacted the City Manager, Scott Hahn, to see if the large Vehicle Sign Boards could be used north and south of downtown stating, 'Downtown Businesses Open'. This was done. Johnson mentioned creating a walking campaign or stating distances between areas such as the parking garage to 3rd Street. Rogers will look into signage for this and tie it into the Heritage Signage.
- Met with Tyler at the RREDC regarding available CARE Grant Funds for businesses. He put together a flyer for businesses that were open March 1st in 2020 who would qualify for the \$2,000 grant. It is being translated into Spanish.
- The Parklet was dismantled on April 29th and placed back against the DDA storage container on the O&M Lot.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Election of Officers

A motion was made by Arnold, seconded by Raquel to elect Jay Rickstrew to Chair the DDA Board. Another motion was made by Jay Rickstrew to elect Jacquelyn Johnson as Vide-Chair, seconded by Mendizebel. Each motion passed.

B. New Board Member Interest

Two people submitted letters of interest to serve on the DDA Board. Adam Whitt, owner of Whitt Clothing Co. and the Flintlock Building. Also Cheryl Anderson, owner of Fresh Eyes Décor. She also manages the McLearn Building.

C. Downtown Construction

Work continues in the downtown corridor with sidewalks being poured, and roads resurfaced along with new water lines. Whitt Clothing Co. has been without water for a week or two and several businesses are closed because of the inaccessibility of their storefronts. Construction workers are parking in front of stores when the roads are closed, making it even harder for customers to shop.

Spaulding suggested using green tape to help designate where pedestrians can walk during construction. The use of planking would help access to stores when dirt and mud are blocking them.

D. Remington Square

Patrick Waller, Planning Director, presented the latest rendering of the proposed Remington Square's new building. The City is close to giving them a building permit to start the project. Most of the DDA Board agreed that starting the project while the streets are under construction would not benefit the downtown businesses. Waller stated the

sidewalks and streetscapes would likely be done in 2022. The two hour parking restrictions may need to be addressed for W. 4th Street and West Ave.

E. Strategic Planning Date

Rickstrew mentioned holding a strategic planning session would be beneficial at this time due to several new members and now that the downtown streetscape is being renovated. Rogers will send out an email with optional dates to see what the best day is for most folks.

F. Maintenance Contract Rifle Works

Rogers investigated the use of Rifle Works for possible labor and maintenance help. Fairly costly with their commission, workman's comp and insurance. But they can be paid on a monthly basis. Rifle Works pays the worker and the DDA would pay Rifle Works.

G. DDA Museum Lot, NUTS Thursday Patio Concerts, 6-9pm

Rogers asked if part of the lots could be closed off for pedestrian use to listen to the music. It's unknown how many people will attend on Thursday nights in May.

H. Other

The RREDC created a flyer stating there are remaining funds from the Cares Act. Businesses that were open on March 1st, 2020 are eligible to apply for a \$2,000 grant. Rogers has asked one of the City staff to translate the flyer into Spanish so it can be given to the Latino Community.

7. PROJECTS

A. Walking Tour / Historic Signage

Rogers has been working with Micro Plastics to develop signage and cost estimates and presented 3 types of examples. Rogers will continue to solicit help from Rifle Heritage Center to obtain photos and historic content.

Tying this project in with a walking tour would be the goal.

B. Rifle Farmers Market

The Market will start June 18th at the Heinze Park location. The Chamber has stated they will be serving beer and wine.

C. River Visioning Committee

The City Council voted to purchase the island for \$400,000 dependent on appraisal and grant opportunities.

8. MAINTENANCE

A. Mulching, Weeding and Pruning

B. Resurfacing Museum Lot and E.4th St. Lot

9. ADJOURN, 8:20 am

Respectfully Submitted,
Helen Rogers
Part-Time DDA Manager