

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
June 6, 2012
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Sally Brands, called the meeting to order at 7:02 a.m.

Members Present: Randy Winkler, Tom Stuver, Wilma Paddock, Gil Frontella, Nella Barker and Diane Razez.

Members Absent: Michael Langhorne, Jay Rickstrew

DDA Manager Present: Helen Rogers

Guests Present: Nathan Lindquist; City Planner, Frank Ladd; Rifle Chamber of Commerce, Ed Arnold

2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker, to approve the minutes of May 2nd, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: \$1132.00 for power washing, weed control, daily watering of flower pots and watering 3rd St. curb extensions. 2) Rib City Grill; \$501.35, Clean Sweep Lunch for Volunteers. 3) Soak-n-Wet Sprinklers; \$105.00 Start-up. 4) Mountain View Tree Farm & Nursery; \$448, Mulch for Clean Sweep. 5) Colorado Mountain News Media, \$243, Clean Sweep ¼ page ad. A motion was made by Barker, seconded by Razez to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 29 hrs.

- Participated in 3DA Workshop, Sustainability, Final follow up on Action Items, June 14th.
- Received and placed Flower Pots from Alpine Garden Center, watered daily.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 3 hrs.

- Design Engineering Meetings continue, 80% Construction Dwgs completed.
 - Presented latest Interior Design at City Council Workshop.
 - Pro Forma or Business Plan approved by HUD / DOLA to use grant monies.
- Andy Knutson from EPS to provide services.

Visitor Improvement Fund – 8.5 hrs.

- Proposed Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering. Mtg w/ CDOT occurred on May 15th. Lease agreement in process and will present to City Council.
- Work continues on the Northwest Cultural Heritage Tourism Rack Brochure, Karen and Dick Rhoades helping w/ research. Front Cover: Rifle Falls, 2nd page: Hunting & Fishing, 3rd page, Oil & Gas, Shale History and Exploration and Final Page are web sites and events which occur annually in Rifle.

6. CHAMBER UPDATE:

Frank Ladd reported the top winners in the Taste of Rifle Event at the Energy Expo were Miner's Claim, Creekbend Bistro, and Rib City. The web site www.visitrifle.com is getting many hits and has been a successful gateway for events and what to do in Rifle and the surrounding areas. A 5-7 minute TV commercial will occur on Channel 31. Several meetings and events are happening in June including the Government Affairs Committee Meeting; June 12th, Women in Business, June 19th, discussing ' Our Non-Profit Neighborhood', Ribbon Cuttings include Names and Numbers, June 14th, Canyon Cleaners, June 28th and Mr. T's Hardware, June 28th. Business after Hours will be on June 27th at Centennial Suites from 5-7pm.

7. NEW BUSINESS:

A. RREDC Update

Brands reports the D-9 program has begun where unemployed people help to research local businesses where something could be manufactured or produced in the Rifle area instead of being outsourced. The RREDC has received the Pro Forma and financial reviews for the Recreation Center. The group is also assisting interested businesses find the right building or property in which to relocate.

B. New XCEL Light Pole Regulations

Rogers presented a letter addressed to John Hier, Rifle City Manager, from Robert Osborn, Xcel Energy Director of Community Relations. According to the letter, Xcel is sighting safety concerns with the installation of non-tariff-approved attachments on their light poles or other facilities. This will include banners, flags, decorations or other non-permitted attachments. Xcel states they have had a tariff in place since the 1950's that specifically bans attachments that are not related to police use. The tariffs were approved by the Colorado Public Utilities Commission (PUC).

The last day to install any new attachments is Sept. 1, 2012. However, groups and cities must submit a letter of request by July 30, 2012, to allow time for safety inspections. Regardless, all attachments must be removed by Dec. 31, 2012.

Suggestions from Xcel to overcome this dilemma include 1) Installing 'banner only' poles, engineered to handle the stress, 2) Have the Community buy a section of streetlights, 3) Explore a Business Improvement District (BID) and construct or buy a section through this tax. 4) Explore development of a franchised banner or advertising program on banner only poles.

Board members suggested taking a look at the tariffs, speaking with Mike Braaten, and researching what other communities are doing. The City does own the poles on East and West 3rd St. and possibly on West Ave. Rogers will continue to look into it.

B. Pro Forma for the New Ute Events Center

As Rogers stated in the Managers Report, DOLA and HUD approved using part of the grant money for this study. A scope of services from EPS is forthcoming.

D. Other

Charrette Summary Report - Nathan Lindquist presented the Charrette Summary Report generated from the Downtown TOD Strategic Plan. Significant design principles included 1) Embrace the Colorado River, 2) Catalyze Market Opportunities, 3) Implement District-Wide Utility, 4) Put the Pedestrian First, 5) Leverage Place making.

Nathan indicated one of the small projects is soon to be started as DOLA gave a small grant of \$8,000 to the City and a new pedestrian cross walk will be created at Railroad and 2nd St.

The DDA Board felt the façade treatment of the County owned building at 3rd St. and East Ave. should be addressed and brought back to its original façade.

Rifle 3DA (Downtown Design and Development Academy) – Rogers handed out what was previously emailed to the Board to ask for reaction to the Action Plans. She asked if Board members favored any items to let her know before the group reconvenes on June 14th.

8. PROJECTS /EVENTS

A. Storage Containers – Due to the Xcel Letter, the need for storage may no longer be needed. Rogers will retain information.

9. MAINTENANCE

A. Irrigation – Rogers reported receiving an estimate of over \$4,000 to repair the Museum Lot. At least 2 zones are out. Another company will take a look at it on June 11th. The shrubs and trees can be hand watered in the meantime.

B. Light Pole, SE Corner of East Ave. and E. 3rd St.

The light pole was placed by Windy Point Electric. Lisa Cain, City Clerk, is looking into insurance.

10. ADJOURN: The meeting adjourned at 8:42am.

Respectfully submitted,

Helen Rogers,
DDA Manager