

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
May 2, 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, Jay Rickstrew, Michael Langhorne, and Nella Barker

Members Absent: Diane Razeo.

DDA Manager Present: Absent due to illness (Helen Rogers)

Guests Present: Nathan Lindquist; City Planner, Keith Lambert; City Council Member, Frank Ladd; Rifle Chamber of Commerce, Mike Braaten, City Gov. Affairs Coordinator.

2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Winkler, to approve the minutes of April 4th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: \$750.00 A motion was made by Winkler, seconded by Langhorne to approve the bill, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 68.5 hrs.

- Coordination w/ City Staff and Sonoran Institute for Rifle Tour de Downtown, Fri., April 20th Walking door to door to inform Businesses and encourage participation. Collected Raffle prizes from area businesses. Over 130 people participated in the Friday night Tour and Design Shindig.
- Project Coordination for Project Clean Sweep, Sat., April 21st, Flyer Distribution, 23 Volunteers and City Staff participated.
- Main Street Meetings City Staff.
- Participating in 3DA Workshops; Transit, Sustainable Design
- Checked on Flower pots at Alpine Garden Center
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 11 hrs.

- Design Engineering Meetings continue, 80% Construction Dwgs completed.
- Boettcher Foundation Interview, \$50,000
- Letter to membership to participate in Downtown Design Charette Week
- Pro Forma Mtg w/ Andy Knutson from EPS to provide services. HUD/TOD grant to provide funding.

Visitor Improvement Fund – 5 hrs.

- Proposed Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering.
- Work continues on the Northwest Cultural Heritage Tourism Rack Brochure, Karen and Dick Rhoades are showing interest in helping from Rifle Historical Society.

6. CHAMBER UPDATE:

The Rifle Area Chamber of Commerce Annual Golf Tournament will be held on May 11th. The Rifle Rendezvous Event will be held at Garfield County Fairgrounds on May 12th. Women is Business will be held at the Library and Business After Hours will feature South Bank Secure Storage on May 24th.

7. NEW BUSINESS:

A. RREDC Update

A Funding request was completed, a workshop is planned with City Council later in the month, and RREDC is working on marketing Rifle Creek Plaza.

B. Main Street Participation

Mike Braaten provided additional information on becoming a Colorado Main Street.

Rifle has been a candidate for the past 3 years and now has been approached about becoming a full-time Main Street. There is no financial benefit; however, the Main Street cities receive General Technical Assistance Services, On-Site Technical Assistance Visits, Training, Communications through Social Media and Increased Publicity. It was discussed that the name of 'Main Street' carries a lot of weight and has be very beneficial financially through grants received for Rifle to have been a candidate for the past 3 years as well as Rifle's relationship with DOLA.

There are four categories or elements of the program and the following groups have been discussed to head these up: Organization / Chamber/RREDC – partner and resource development, Promotion/ VIF – market development, Design / DDA – space development and Economic Restructuring / RREDC – business development.

One of the questions asked was how it would be funded. Mike suggested each entity would contribute \$5,000 from its 2013 budget.

Another question was who the director would be. Should it be a full or part time position, the person should be very familiar with existing downtown businesses and have a location downtown.

Also the question of which entity should have oversight over the Main Street Manager. It was suggested a committee consisting of each group be formed and then report back to their respective groups. Creating more layers of committees is not ideal.

C. Downtown Rifle Project

Nathan Lindquist presented a review of the Downtown Rifle Design Week. The first priority which was identified was West 2nd St. as it contains larger opportunity development sites. Another priority was revision to the Gateway Plan, suggesting Hwy 6 become a two-way thoroughfare, thereby increasing development opportunity and better use of land. Also mentioned was purchasing some of the Union Pacific Railroad property for better Colorado River views and increase the value of the land.

Board concerns around the Railroad Site mentioned building a 3 or 4 story building would restrict site lines to the Colorado Rifle from the downtown. The UP rail is a main line and very noisy from 11pm to 5am. A new Railroad Passenger Station would help slow down the trains in some instances.

Concerns regarding W. 2nd St. were that when a lot is empty, development is easier to obtain, but what happens to 3rd St. businesses? Improved infrastructure on W. 2nd St. would be attract development and if there was more going on in downtown, people will stay downtown.

Nathan stated a market and fiscal analysis is currently being done and will inform the City of leakage opportunities.

The 'Rifle Tour de Downtown' was success with at over 130 participants.

D. Other

Banners – Board member requested that the banners be taken down as soon as possible after the event.

8. PROJECTS /EVENTS

A. Storage Containers – Rogers will present options at the next meeting.

9. MAINTENANCE

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

Ordered Jan. 12th. Cost: \$2,015.00 from Windy Point Electric. Does the City's insurance cover the cost?

10. ADJOURN: The meeting adjourned at 8:15 am.

Respectfully submitted,

Helen Rogers,
DDA Manager
w/ help from Nella Barker
DDA Board Member