

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
April 4, 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, Diane Razee, and Gil Frontella.

Members Absent: Jay Rickstrew, Michael Langhorne, Nella Barker.

DDA Manager Present: Helen Rogers

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

2. APPROVAL OF MINUTES:

A motion was made by Stuver, seconded by Paddock, to approve the minutes of March 7th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Mr. Power S: Bonze Cleaning of the Elk. 2) Alpine Garden Center: ½ of \$2,400 or \$1200. A motion to approve the bills was made by Stuver, seconded by Winkler, passing unanimously. Signage Bill: Gil Frontella, All About Sewing Signage Reimbursement: 2/3rds of \$235.21 or \$148.64. A motion was made by Frontella, seconded by Razee to approve reimbursement of the sign, approving unanimously.

4. FINANCIAL REPORT:

Rogers presented the financial review. A motion was made by Paddock, seconded by Frontella to accept the financial review, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration, Maintenance – 48.5 hrs.

- Meeting to recap Sustainable Main Street Project for Downtown Project Planners
- Meetings for Rifle Tour de Downtown, Fri., April 20th
- Project Coordination for Project Clean Sweep, Sat., April 21st
- Main Street Meetings w/ DOLA and City Staff
- Flower Pot Estimates and Coordination w/ 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 – 3.5 hrs.

- Awarded Coors Foundation \$25,000 Grant for the Ute

- Wrote an RFP for ProForma for the Ute Events Center, Cost estimates are between \$10,000 and \$30,000.

Visitor Improvement Fund – 6.5 hrs.

- Coordinated article for the CT in last week's paper. Proposed Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering. Work continues to create a Lease Agreement with CDOT, running into snags with location of sewer and water.
- Work continues on the Northwest Cultural Heritage Tourism Rack Brochure, interviewed Johnny Scalzo for 'Did you know?' narratives.

6. CHAMBER UPDATE:

The Annual Chamber Dinner was held on Sat., March 10th at Grand River Hospital. Business of the Year was Encana, Person of the Year was Helen Rogers, Lifetime Achievement Award went to Sharon Church and Young Business Person of the year was Blair Bracken. Women of the Year went to Tami Sours. The Visit Rifle site on Facebook receives lots of use and the Hotels are encouraged to use it. There will be an Energy Briefing at Grand River Hospital, April 19th from 7:30-9am. Business after Hours will be hosted by the Rifle Rotary Club, at the Rifle Library, April 19th. The Chamber will be coordinating a new Western Colorado Softball Tournament, Sept. 7-9th.

7. NEW BUSINESS:

A. RREDC Update

Brands stated the program called D-9 will start this week. It will engage unemployed people with an entrepreneurial business to create new job opportunities in the area. The RREDC now has 3 new board members. The web site is going well paid for with a grant from Encana. RREDC has been working with New Castle and Parachute with regards to administrative help, and New Castle has formed an economic advisory committee.

B. Main Street Application

Rogers presented information on becoming a Colorado Main Street. Rifle has been a candidate for the past 3 years. DOLA representatives came to Rifle to present what the program benefits are, meeting with Mike Braaten, Frank Ladd, Blair Bracken, Katy Runia and Helen Rogers. 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.

There are four categories of the program: Organization – partner and resource development, Promotion – market development, Design – space development and Economic Restructuring – business development.

The committee discussed having existing community boards such as the DDA act as the 'Design' group or committee. The RREDC could be the Economic Restructuring, VIF could be Promotion and the Chamber could be the Organization.

After much discussion, it was felt Rifle has already implemented such a program with all the various boards. The DDA Board would like to have Mike Braaten come to the next meeting and discuss why he thinks this is worth Rifle's participation.

C. Downtown Rifle Project

Nathan Lindquist presented the Downtown Rifle Design Week. A 'Design Charette' on Downtown Planning and Site Development will occur the week of April 16th-20th. The public is encouraged to attend and participate in the process.

The 'Rifle Tour de Downtown' will be held on Friday, April 20th from 4-8pm. It will take place in multiple locations throughout the downtown, ending with a large reception at the Library. Several downtown businesses are participating.

D. Other

The 3DA Design Academy.

Also beginning in April is a Community Design Academy organized by the Sonoran Institute. A group of 17 people will attend approximately 4 sessions on topics such as downtown place making, economic development, transit, and energy. Through the Community Design Academy, there is hope to expand the group of people who are involved in downtown activities. The Community Design Academy will also focus on identifying and implementing small-scale downtown projects that can make an immediate impact. The 3DA will start Thursday, April 5th.

Keith Lambert stated the City is under negotiations with CDOT to gain surface rights to Hwy 13 as it comes into town. Apparently the electric cars cannot operate on the road as they can only go 35 miles per hour. The Park-n-Ride is also part of this area. The interchange on Whiteriver Ave. and 6&24 will be reworked soon to accommodate a turning lane.

Frontella stated it continues to be difficult to communicate information in Rifle. Board members concurred. Discussed was placing a TV in strategic areas, playing Rifle's Channel 10 with local events and Public Service Announcements.

8. PROJECTS /EVENTS

A. Tour de Downtown

See above

B. Project Clean Sweep, Sat., April 21st

Rogers continues to coordinate the event. Alpine Bank is sponsoring it with a \$1,500 donation.

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.

B. Sidewalk Power Washing will start this month.

10. ADJOURN: The meeting adjourned at 8:20am

Respectfully submitted,

Helen Rogers,
DDA Manager

