

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
February 1, 2012
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Sally Brands, called the meeting to order at 7:05 a.m.
Members Present: Gil Frontella, Nella Barker, Randy Winkler, Tom Stuver, Wilma Paddock, Diane Razee and Jay Rickstrew, Michael Langhorne.
Members Absent: None
DDA Manager Present: Helen Rogers
Guests Present: City Manager, John Hier, City Events Planner, Blair Bracken, Rec. Director, Aleks Briedis

2. APPROVAL OF MINUTES:

A motion was made by Rickstrew, seconded by Langhorne, to approve the minutes of January 4th, approving unanimously.

3. BILLS TO BE APPROVED:

1) Rifle Area Chamber of Commerce, 2012 Membership; \$75 2) Mr. Power S, Taking down Christmas Lights; \$200 3) Tom Cochlin, Snow Removal x 2; \$200. A motion to approve the bills was made by Razee, seconded by Richstrew, passing unanimously.

4. FINANCIAL REPORT:

Rogers presented the financial review. A motion was made by Winkler, seconded by Rickstrew to accept the Financial Review, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration, Maintenance – 37

- Community Leaders Meeting, Jan 10th
- HUD/DOT Grant Stake Holders Interviews, Clark Anderson, Sonoran Institute
- Branding Committee Meeting x 2, window clings, flags entering Rifle.
- Christmas Decoration Issues
- Snow Removal
- Initial Meeting for Celebrate Downtown Rifle, April 6th
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 8 hrs

- Pro Forma request to City staff as part of Downtown Grant.

- Special Events/liquor License Permit was requested to City Council for the Symphony Swing Concert, Friday, Feb. 24th at Grand River Hospital Conference Area.
- Engineering Studies have begun on the Ute, w/ structural, electrical and mechanical systems

Visitor Improvement Fund – 4 hrs

- Proposed Rifle Boat Ramp Relocation continues with Chris Manera w/ Colorado River Engineering. Work continues to create a Lease Agreement with CDOT, as well as coordination with Steve Dahmer to obtain the Corps of Engineers permit.

6. CHAMBER UPDATE:

The Annual State of the Community will be held on February 9th at Grand River Hospital from 11:30-2pm. Speakers include Jay Miller, Mike Sampson, Michael Langhorne, David Ludlam and Susan Beardsley. The Chamber has partnered with the Visitor Improvement Fund / City of Rifle to provide tourism marketing for the City.

7. NEW BUSINESS:

A. Farmer’s Market Proposed Relocation

Blair Bracken stated she would like to combine the Community Concert Series with the Farmer’s Market this year and hold it on Sunday nights at Centennial Park. The Concert Series will be 12 weeks long. The intent is to have the vendors set up along the path leading up to the ‘Great Bowl’ area. Rogers stated concerns over lack of adjacency for the vendors and whether the produce vendors would participate on a Sunday night. Blair stated she would like to open it up to a variety of vendors and there may not be as many produce vendors. The DDA Board was disappointed it was moving from the Downtown, but would like to see how it is received in Centennial Park as it is part of the DDA District.

B. RREDC

Langhorne stated the Brenden Theater has sold over 15,000 tickets in the first 40 days, generating \$123,000 in sales and the City’s collected \$5,370 in sales tax. The Fitness Center is seeing increased use with 240 members now. The Funding and Feasibility Study for the Rifle Fitness and Recreation Center will be done by Greenplay. The project is estimated to cost \$18,000,000. Langhorne presented new architectural drawings.

C. Transit, Economic Analysis and Downtown Landscape Planning Grant

Nathan Lindquist sent an update on the Downtown Rifle Project. City Council approved the contract with Charlier Associates on January 4th. The consultant team is:

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|----------------------------|---|----------------------------|
| Charlier Associates | - | project lead, transit |
| EPS | - | economics, market analysis |
| Van Meter Williams Pollack | - | architecture, design |
| Brendle Group | - | energy and sustainability |
| CLEER | - | energy and sustainability |
| Sonoran Institute | - | public outreach |

Current and upcoming project activities include:

- Through January and February the team is conducting interviews with a spectrum of Rifle stakeholders to get a lay of the land. They are also collecting data and completing initial analysis.
- Members of the team will attend the March 7th DDA and RREDC meetings to provide an update on initial findings and get feedback.
- On January 24th, the first meeting of the Grant Project Steering Committee was held. The purpose of these meetings is to keep informed our federal and state partners, plus other agencies such as Garfield County and RFTA. Sally Brands attended representing the DDA.
- We are working with Helen and Blair to organize a kickoff celebration to raise interest in the project. Following an idea from Sally, we are looking at a downtown “First Friday” style event on April 6th that would take place in multiple locations throughout the downtown, ending with a large reception that is maybe 90% celebration, 10% information. The theme of the event will be along the lines of “Celebrating ten years of success, and beginning to write the next chapter”. We will invite everyone who has contributed to the downtown’s success, including NUTS, the GarCo library, Brenden Theaters, the DDA, the RREDC, property owners, business owners, and downtown residents.
- Also beginning in April is a Community Design Academy organized by the Sonoran Institute. A group of 12-15 people will attend approximately 4 sessions on topics such as downtown place making, economic development, transit, and energy. Through the Community Design Academy we 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 major public meeting is scheduled for late June. At this point, the consultants will have completed a majority of the work and will have multiple products for public review and feedback.

D. Colorado Preservation Conference, Denver, Feb. 1st -3rd.

Rogers stated she was able to register for free for the Conference through Downtown Colorado, Inc. as Rifle is a Main Street Candidate. The emphasis is on “The Power of Heritage and Place”.

E. Andy’s Bench Marker Location

Andy Cordova’s Family purchased a marker for Andy’s remembrance. It was decided the marker will be placed on the bench by the County Building on E. 3rd and East Ave.

F. DDA Manager’s Contract

After review of Manager’s hours for the past year as well as anticipated time available for 2012, it was decided to reduce the number of hours per week for DDA duties to 16. VIF hours will remain the same at 4 hrs per week on average. A motion was

made to renew the contract on that basis by Rickstrew, seconded by Stuver, the motion passed unanimously.

G. Other

Rogers reported she will be meeting with a representative from the Coors Foundation for a possible grant request of \$25,000 next week for the New Ute Theatre Society. Mike Braaten and other NUTS members are expected to attend.

Langhorne mentioned there were two sofas left in the Museum Lot for about a week. Rogers stated she would look into it and call MRI if needed after speaking with the Thrift Shop Manager.

Rogers spoke more about the 'Celebrate Downtown Rifle' event tentatively planned for Friday, April 6th. There is some concern as to the date as that is Good Friday and many people will be at church. More information will follow.

Frontella asked that the DDA look into purchasing a container for the Christmas Decorations as he would like to get them out of the building he owns. Rogers will look into it.

Rogers requested an expenditure of \$280 for Replacement Bows for the Holiday Decorations. Many have deteriorated and it is difficult to get them when the Holiday Season begins. A motion was made by Frontella, seconded by Barker, to purchase 16 Red Vinyl Bows with Ties for \$280, the motion passed.

8. PROJECTS /EVENTS

Project Clean Sweep, change to April 21st

Rogers indicated she would like to change the event to April 21st, with no objection. John Hier stated he would like for the event to be coordinated with the City Staff.

9. MAINTENANCE

A. Snow Removal

Rogers has asked Tom Cochlin to remove the snow in the 3 lots if the snow fall is more than 4".

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

A motion was made by Rickstrew, seconded by Langhorne to replace the pole for \$2,015.00 from Windy Point Electric. The motion passed.

10. ADJOURN: The meeting adjourned at 8:04am

Respectfully submitted,

Helen Rogers,
DDA Manager