

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
Wednesday, April 3, 2013
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Jay Rickstrew, called the meeting to order at 7:01 a.m.
Members Present, Tom Stuver, Gil Frontella, Nella Barker, Wilma Paddock, Randy Winkler, and Sally Brands.
Members Absent: Michael Langhorne, Diane Razee
DDA Manager Present: Helen Rogers
Guests Present: Ed Arnold; Rifle Citizen, Nathan Lindquist; City Planner, Dana Ingram; RREDC/Main Street Director, Frank Ladd; RACC, CEO.

2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Frontella, to approve the minutes of March 6th, approving unanimously.

3. BILLS TO BE APPROVED:

1) VIP Trash Services; \$145.00 (a \$5.00 increase) for Monthly Charges for Trash Pick-up. A motion was made by Brands, seconded by Barker to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 63 hrs.

- Work continues on the Main Street Committee, meeting two times per month and other meetings as needed. Priorities for this month's DDA involvement have been the planning of Renew Rifle and the 2nd St. property by obtaining cost estimates, developing the site plan with walk through on the site, and meeting with neighboring business owners (Tradesman). (More info later in meeting)
- Participated in a DCI Webinar, called Activating Vacant Spaces. The speakers addressed ways of activating underutilized spaces, such as downtown alleyways, store fronts and infill opportunities to create gathering spaces, to better position properties to attract redevelopment. Longmont instituted 'pop-up art' in an abandoned storefront. Another town placed an ice rink in a vacant lot. Another had a fashion show in an empty building.

- Met with Union Pacific Railroad Staff and City Staff concerning the Billboard Sign. A release of liability was signed by all and the billboard was finally removed.
- Met with Dana and the consulting historic architect, Gerard Petri, of SLATERPAULL Architects from Denver and discussed Gil Frontella's building on W. 4th St. (Where the Bakery was and the two buildings East) Recreating the stairs to make it ADA accessible may be challenging and may need a variance, if that is the direction the owner wants to go.
- Met with Sonoran Institute in Glenwood to discuss funding for Creative Districts.
- Met with XCEL Energy and City Staff to discuss inventory of Rifle Lighting and viability of banner use. (More info later in the meeting)
- Took Flower Pots over to Niemann's Gardens in New Castle and discussed plantings.
- Includes daily emails and communication with City Staff and others, prep for DDA Meeting, DDA Meeting and Minutes, Budget Report, and Manager's Report.

New Ute Events Center Restoration – 9 hrs.

- Five General Contractors will submit their bids by Monday, April 8th. The selected firm should be approved at the April 17th City Council Meeting. Start date of construction still needs to be determined with completion estimated at 6-8 months.
- NUTS met with City Council, March 20th, to discuss programming of the UTE and how to structure the Operations and Management. It was decided the City of Rifle will take over the day to day operations and management of the UTE and will hire an executive director. That person will be directly responsible to the City Manager. NUTS will continue with fund raising efforts as well as participate in programming and serve as support for the Executive Director. Details still need to be worked out.

Visitor Improvement Fund – 5

- Met with City Staff with regards to funding strategies for the Proposed Boat Ramp. Will meet with the Parks and Rec Board next Monday night to discuss the 90% plan and grant funding. There is a new Rafting Supply Company in Rifle on Airport Road.
- Will meet with Rifle Historical Society, Monday night to discuss the next phase of the NWCCHT Gateway Signage and hopefully engage their participation.

6. CHAMBER UPDATE:

Frank Ladd reported the Annual Chamber Awards Dinner went well. Shelley Aibner was named Distinguished Woman of the Year, Nita Smith was named Person of the Year and the Lifetime Achievement Award went to Larry McCown.

Women in Business will be held on April 16th at Grand River Health, with a presentation on menopause. Business after Hours will be April 23rd at Micro Plastics. Taste of the Town is scheduled for April 30th as part of the EnCana Energy Expo. On May 1st the Brenden Theater will be showing FrackNation, a response to the movie 'Gasland'. The 34th Annual Chamber Golf Tournament will be May 3rd at Rifle Creek golf Course.

The Chamber is looking into ordering reusable bags which would have everyone's logo on them and could be distributed throughout the groups. It was suggested to get a quote from GarCo Sewing Works. Frank will follow up with this.

7. NEW BUSINESS:

A. RREDC and Main Street Update, Dana Ingram

The RREDC continues to work on obtaining a grant from the USDA Rural Development Department for matching Revolving Loan Funds for \$50,000. The RREDC is accepting responsibility for creating the process of the loan. The national economy and budget deficit may play a role in how much money will be allocated.

Discussion continues with the Rifle Library housing the 3-D Fab Lab along with non-profit offices consisting of the RREDC, Rifle Chamber, DDA/VIF and a Business Incubator Office Area. Jeff Johnson is developing the space.

B. Main Street Update and Request

Dana met with the DOLA Historic Architect to discuss the renovation of two downtown buildings. Both are located on West 3rd St. Don Locke recently purchased the Rifle Realty Building and would like to renovate the interior and exterior of the building. Gil Frontella would like to look at façade renovations for two buildings. There is no cost for this program.

The Art Fence Project with the Rifle Middle School Art Club along the Rifle Creek Path is moving forward. The kids will begin the project this month. A grant proposal has been submitted to DOLA for funding.

Dana submitted a budget request for supplemental funding for Renew Rifle. With the additional cost for electrical and irrigation the cost needed was an additional \$4,695.78. A motion was made by Brands, seconded by Paddock to approve the additional funding and appropriate it out of the Downtown Improvement Fund. The motion passed.

The First Friday Event is moving forward with lots of participation coming from area businesses. The Boom Town Players will be performing somewhere in the downtown, a car rally has been discussed, and downtown businesses will promote specials and discounts. Also a bicycle rally has been planned to ride down 6&24 from Silt to Rifle and end at the Civic Plaza. The Rifle Library will provide music and Art-In-The-Stacks.

C. HUD/DOT Meeting in Denver – Nathan

Nathan along with Michael Langhorne, Keith Lambert, Rick Barth, and Sara Brainard went to Denver to obtain information from 30 agencies and possible funding sources, March 13th and 14th. There is a movement to name Rifle one of 100 'National Cities' for recognition of its development projects and public private partnerships.

D. XCEL Lighting Inventory

Met with XCEL Energy Staff, Robert Osborn, Director of Community Relations and Fred Eggleston, Area Manager for Community and Local Affairs and City Staff, Matt Sturgeon, Rick Barth, Dick Deussin and Bobby O'Dell to discuss XCEL's plan for

avoiding litigation with regard to the viability of banners on light poles throughout Colorado.

With the help of the Colorado Municipal League, XCEL formed a focus group. (Mike Bestor, past Rifle City manager) now City Manager of Golden was part of this.

The Xcel Reps are meeting with each community, asking towns to create an inventory of existing Street Lights.

Consisting of:

- Identifying the pole grid number or SL #, location, and description of the light pole with an attached photo. With that list, the City would prioritize what light poles they would want to hold banners.
- XCEL would then create a data base of who owns what and would then go out to the community and test each selected light pole through an electromagnetic tool to test for rust inside the pole. If there is too much, or the pole is determined to not be viable, no banners could be hung on the pole.
- XCEL along with the CML Focus Group would develop a joint use agreement to be used between the Cities and XCEL for poles used for banners.
- Traffic signs and police signs are exempt.

E. Other

Rogers stated she will be moving her office into her home, 218 E. 3rd St., which is a block away and located in the DDA District. It is anticipated the DDA office will eventually be located in the new Library Area where the Chamber, RREDC, a Business Resource Center, and a small Fab Lab will be located.

Diane Razee sent a letter of resignation due to personal reasons. She is spending less time in Rifle and will eventually move back to Grand Junction.

There are two Board Positions open. Discussion centered on how to best to advertise for these positions. Historically, it has been by word of mouth. Rogers will put it on Channel 10 again.

Ed Arnold asked if the West Ave. Street Scape and lighting could be considered a priority to get finished as he is trying to come up with plans to finish his lot. Board members indicated it is not a priority at this time as the HUD/DOT Grant Planning is still underway. When the design phase is complete, DDA will look at how they want to approach completion then. Frontella asked Nathan Lindquist to find the original plans that included West Ave. from the late 1980's. At that time the DDA ran out of funding to complete West Ave.

On line streaming of City Meetings will be available soon on the City of Rifle's Web Site.

8. PROJECTS

A. Wayfinding

The Main Street Committee will be meeting with DHM on Friday, April 5th to discuss the creation of design level Wayfinding for Rifle. The firm will come up with 3 architectural designs to choose from. Rogers encouraged DDA members to participate in the discussion if they were available.

B. Downtown Flowers

Rogers took with flower pots out to Niemann's Gardens in New Castle. The plants should be ready by Memorial Day Weekend.

C. Renew Rifle, Spring Community Day, Saturday, April 20th

The Main Street Committee has been working hard on the project. Project sites targeted this year include the W. 2nd Street site improvement, Centennial Park and the downtown curb extensions. Funding for the project has come from Alpine Bank, VIF, DOLA, RREDC/Main Street, and the Rifle Chamber as well as contributions from the City of Rifle's Parks Dept., and Operations and Maintenance Crew.

9. MAINTENANCE:

A. Old Billboard on Union Pacific Property

A Union Pacific Contractor's Release of Liability and Indemnity was signed with the City of Rifle Construction Crew and the deconstruction of the Billboard along Hwy 6&24 on UP property commenced and was take down. A small replica of the billboard was presented to long time DDA Board member, Tom Stuver, as a little piece of Rifle history and his insistence in wanting the billboard to come down years ago.

B. Irrigation Start-up

Rogers will meet with Tim of All About Sprinklers on Monday, April 15th to discuss repair issues and timers for 4th Street.

C. Other

Rogers contacted the Denver Post regarding a kicked out news rack window on East Ave. and E. 3rd St. They indicated someone would be in the area this weekend to fix it.

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

Respectfully Submitted,

Helen Rogers
DDA Manager