

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES
SPECIAL MEETING
Wednesday, January 9, 2013
Rifle City Hall

1. CALL TO ORDER:

Chairperson, Jay Rickstrew, called the meeting to order at 7:08 a.m.
Members Present, Tom Stuver, and. Gil Frontella, Nella Barker, Michael Langhorne.
Members Absent: Sally Brands, Wilma Paddock, Diane Razee, Randy Winkler, DDA
Manager Present: Helen Rogers
Guests Present: Ed Arnold; Rifle Citizen, Nathan Lindquist; City Planner, Dana Ingram;
RREDC/Main Street Director, Bobby O'Dell; Supervisor, City O&M Dept.

2. APPROVAL OF MINUTES:

A motion was made by Langhorne, seconded by Barker, to approve the minutes of December 5th, approving unanimously.

3. BILLS TO BE APPROVED:

1) B&B Plumbing \$370, Winterizing Sprinklers (October) 2) Colorado Mt. News Media (CT & PI), \$13.99 Legal ad for DDA Special Meeting 3) VIP Trash Services; \$140.00 for Monthly Charges for Trash Pick-up (Oct) 4) VIP Trash Services; \$140.00 for Monthly Charges for Trash Pick-up (Jan). 5) Tom Caquelin, Snow Removal, \$200.00. A motion was made by Langhorne, seconded by Frontella to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 41.5 hrs.

- Primary focus was on creating Main Street priorities and objectives. Able to meet only once because of the Holidays. Met with Nathan to discuss the Planning Departments priorities and are included in the Main Street Priorities Document.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting and Minutes, Budget Report, and Manager's Report. Reorganized binders and files.

New Ute Events Center Restoration – 8 hrs.

- The New Ute Theatre Society continued to encourage City Council to budget appropriate funds for renovating the interior of the events center. An RFQ, Request for Qualified General Contractors will go out this month and approximately 5 will be selected to bid on the project. Projected time for construction will take 6-8 months once it begins. The NUTS group would like to have an MOU, Memorandum of Understanding, with the intent of managing the events center, hiring an Executive Director, and leasing the building from the City. The City attorney is creating this document.

Visitor Improvement Fund – 4.5

- Attended the Regional Trails, Biking and Walking 2012 Fall Mini-Summit at the Rifle Library, Dec. 7th. Representatives from Pitkin county Open space and Trails, RFTA, LoVa, and Resort Trends attended. Most significant rise in popularity is Agritourism in Colorado. Colorado ranks 3rd in the nation for the number of breweries behind California and Oregon. Not only have the Farmer's Markets been successful but actual Farm Tours and Artisan Craft Tours are emerging.

6. CHAMBER UPDATE:

Frank Ladd was unavailable to report on the Chambers activities. The Annual Fishing Tournament is scheduled for Jan. 19th and 20.

7. NEW BUSINESS:

A. RREDC

Langhorne reported Julie Bjurstrom resigned due to personal reasons. The RREDC continues to work on retaining and attracting businesses as well as defining the Revolving Loan Fund, if awarded, for \$50,000. The grant to the USDA Rural Development Dept. will be used for matching funds to help area business expansion and possible façade improvement. Dispensing and defining the loan is still in progress. Questions regarding payback of loans and if the DDA will be involved, still need to be defined.

C. Main Street Update

Dana Ingram reported the Main Street Committee has been meeting and has been hard at work creating the priority lists for the 4 parts of Main Street; Design, Promotion, Economic Restructuring, and Organization. City Council approved leasing the Ragulski Property at Railroad Ave. and W. 2nd St. It will be cleaned up and leased by the City for \$1.00. Possible uses could be special events, flea markets, farmer's markets, car shows, Christmas Tree Lot. City Staff, as part of the Main Street effort has submitted a grant to the Musser Foundation for \$25,000 to be used for minor projects such as this.

Other preliminary projects are the façade and site plan redesign for the new Timberline location on W. 2nd St., and the La Roca property on W. 3rd and Rifle Creek.

D. Main Street DDA/Design Priority List

Nathan Lindquist and Rogers presented the document created for the Main Street Program for design specific projects.

Priorities area as follows:

- **Improve all four corners of Gateway Intersection – Railroad Ave. and Hwy 6&24**

Tasks to Reach this Objective:

Obtain Bus Shelters, possible redesign roofs, place @ CDOT Park 'n Ride.

Design landscape between Park 'n Ride and Hwy 6 & 13.

Design improved sidewalks and landscaping on NW corner.

Coordinate w/ CDOT to remove jersey barriers on NW corner.

Install artwork on Kum & Go wall.

Design improved pedestrian crossings.

- **Improve W. 2nd St. from Railroad Ave. to West Ave.**

Tasks to Reach this Objective:

Improve streetscape including pedestrian and bike improvements, landscaping and patio in front of Timberline.

Work with City staff to improve vacant lot.

Program vacant lot with events, beautification, electrical hook-up.

- **Improve West Avenue, from Hwy 6 to 3rd St.**

Tasks to Reach this Objective:

Design streetscape improvements including lighting, pedestrian and bicycle improvements, facades, and landscaping; install remaining light poles.

- **Improve Railroad Ave. from Hwy 6th to 4th St.**

Tasks to Reach this Objective:

Improve streetscape w/ new facades, awnings, and murals focusing on highly visible facades, specifically the McLearn Building, place seasonal flower pots on Railroad.

Incorporate transit ready design for future bus stops.

Pedestrian, bicycle and landscaping improvements where appropriate.

- **Rifle Creek Improvements.**

Tasks to Reach this Objective:

Put an 'art fence' on west side of creek.

Demolish vacant buildings (blue house on city property – end of W. 4th St.) and old lumber bunks adjacent to creek.

Design trail on east side of creek.

Program greenway space on east side of creek.

- **Henry Building**

Tasks to Reach this Objective:

Replace Awning.

Rehab building, investigate expansion.

- **South Bank of Colorado River Improvements.**
Tasks to Reach this Objective:
 Obtain CDOT Lease Agreement to relocate boat ramp w/ improved infrastructure.
 Develop trail system, plan future links to LoVa Trail and Downtown.
 Make Old County Bridge usable for pedestrians (better connectivity to Downtown and the Colorado River, Historic Preservation)
 Investigate potential for additional water sports infrastructure (kayak park, etc.)
- **Building Improvements - 3rd and 4th Streets.**
Tasks to Reach this Objective:
 Work with property and business owners as opportunities arise on facades, interior renovation, energy efficiency upgrades, etc.

Downtown Wide Projects

- **General Beautification Projects.**
Tasks to Reach this Objective:
 Project Clean Sweep – Rename event, draw more people, plant more, less litter clean-up.
 Expand summer season flower pots to Railroad Ave.
 Mulch planters, replant shrubs, prune trees and shrubs.
- **Quick Infrastructure Fixes.**
Tasks to Reach this Objective:
 Removal of old banner poles on Railroad Ave.
 Identify needed repairs to damaged sidewalks and other areas.
- **Wayfinding Signage.**
Tasks to Reach this Objective:
 Identify signage locations, incorporate Branding, obtain estimates.
- **Heritage Tourism.**
Tasks to Reach this Objective:
 Northwest Colorado Heritage Tourism, Rifle Rack Cards complete. Gateway Signage creation needed.
 Engage Rifle Creek Museum, Rifle Historical Society in research.

Other Projects on the Horizon

Develop Bike Master Plan throughout Rifle
 Obtain Hwy 13 Surface Rights from CDOT
 Martin Property Development
 North Round-a-Bout Design

E. DDA Manager's Contract

A motion was made by Stuver to ratify the DDA Manager's contract for 2013. It was seconded by Barker, passing unanimously. The Contract and Job Description are the same with one addition to the job description which is participation in the Main Street Program. Rogers is also the President of the Main Street committee.

F. Other

Rogers asked permission to attend the DCI 2013 Annual Meeting and adjoining CPI Conference in Denver, Feb. 6-8th at the Denver Convention Center. Registration and travel not to exceed \$300. Also, a webinar on Wayfinding by Destination Development Inc. for \$45.00 and a DCI (Downtown Colorado, Inc.) call in for \$15.00. All were given a thumbs up.

8. PROJECTS

A. Holiday Decorations – Rogers reported most of the decorations have come down and will be stored again in the basement G&F Enterprises Retail location on E. 3rd St. Stuver stated the decorations looked really good this year and seemed to go up smoothly.

9. MAINTENANCE:

A. Snow Removal – Tom Caquelin removed snow twice during December. He did have equipment failures however, but was able to remove snow from the Museum Lot and on 4th St.

Bobby O'Dell from the O&M Dept. stated he will have night crews removing snow and ice from the downtown area tonight. They have also gone down the alleys with plows and sand. He also will have Work Release Crews from Rifle Correctional Facility working on special projects this year.

10. ADJOURN: The meeting adjourned at 8:08am.

Respectfully Submitted,

Helen Rogers
DDA Manager