

DDA

Downtown Development Authority
Rifle, Colorado

MINUTES

Wednesday, February 6, 2013
Rifle City Hall

1. CALL TO ORDER:

Vice-Chairperson, Sally Brands, called the meeting to order at 7:06 a.m.
Members Present, Tom Stuver, Gil Frontella, Nella Barker, Michael Langhorne, Wilma Paddock, and Randy Winkler
Members Absent: Diane Razez, Jay Rickstrew
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 Barker, seconded by Langhorne, to approve the minutes of January 9th, approving unanimously.

3. BILLS TO BE APPROVED:

1) VIP Trash Services; \$140.00 for Monthly Charges for Trash Pick-up 2) Mr. Power S, Christmas Light Labor to install and take down; \$450.00 A motion was made by Paddock, seconded by Barker to approve the bills, approving unanimously.

4. FINANCIAL REPORT:

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

5. MANAGER'S REPORT:

DDA Administration – 53.5 hrs.

- Work continues to develop Main Street priorities and objectives. Focus this past month was on Organization and Promotion.
- Participated in a DCI Conference call. The topic was 'Telling the Story Behind Small Business Districts' with regard to embedded historic businesses and use.
- Attended the RREDC Annual Meeting and spoke about the Main Street Program.
- Listened to a Webinar from Destination Development International concerning Wayfinding strategies.
- Obtained a proposal from DHM Design, Carbondale, for further design development and strategies for signage.

- 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 – 15 hrs.

- The RFQ, Request for Qualifications for General Contractors went out and 14 have expressed interest so far. The end date is this Friday 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 sign a Memorandum of Understanding, with the intent of managing the events center, hiring a director, and leasing the building from the City. The City manager states he is having the City Attorney create this document and when ready will discuss with City Council in a workshop setting.
- Met with the new Chief Theater Facilities Programming Manager from Steamboat. She brought a wealth of knowledge to those from NUTS who could attend and will bring a good partnership to the Western Colorado Cultural Arts Scene.

Visitor Improvement Fund – 20.5

- Met with our new Dept. of Parks and Wildlife Area Manager, Levi Atwater. He is very much in favor of the proposed Boat Ramp and stated he would write a letter to CDOT to that effect.
- Workshop with City Council to update them. Funds were moved over from 2012 to finish the Army Corps of Engineers Permit work and any revisions needed for the design work from Colorado River Engineering.
- I will write the Fishing is Fund Grant, due March 1st, if CDOT Lease Agreement is finalized.
- Met with the NWCCHT group in Glenwood Springs. Obtained Garfield County Rack Cards and distributed them to the Chamber and Libraries. Starting to work on the large Gateway Signs, sighting significant historic structures, events and natural resources.

6. CHAMBER UPDATE:

Frank Ladd reported the State of the Community Luncheon is scheduled for Feb. 14th. Speakers include County Commissioner; Mike Samson, Rifle Mayor; Jay Miller, Hospital CEO; Jim Combs, RREDC Executive Director, Michael Langhorne, RE-2 School Superintendent; Susan Birdsey, and a COGCC representative from the Oil and Gas Sector. The event will be sold out. The Women in Business group will be meeting Feb. 19th at the Library with a presentation by American Family Insurance. The Annual Chamber Dinner is scheduled for Sat. March 9th.

7. NEW BUSINESS:

A. RREDC

Michael Langhorne reported the RREDC has been in discussion with the Amelia Shelley, Garfield County Library District Director, in creating a 'non-profit synergistic' space in the unfinished space at the Rifle Library. The space would house the Chamber, the RREDC Office, possibly a DDA Office and a 3-D Fabrication Lab. It would also

have a conference space and storage for the Library. Amelia Shelley is looking into applying for FMLD monies. The estimated cost for tenant finish is \$200,000.

The RREDC continues to work on obtaining a grant from the USDA Rural Development Department for matching Revolving Loan Funds, for \$50,000. The funds will be used for to help area business expand or use for possible façade improvement. Dispensing and defining the loan is still in progress. Questions regarding payback of loans still need to be defined.

C. Main Street Update

Dana Ingram, Main Street Coordinator, reported discussion continues with the owners of La Roca to expand the restaurant square footage from 45 seats to 90. Gaining trail easement on the East side of Rifle Creek is also part of the discussion.

Also working on an Art Fence concept where the old Burkey Lumber Site Storage Bins are now. The area would be torn down and replaced with an art fence created by area students.

Ryan Mackley is working on a new Rifle Main Street Web site.

D. Main Street DDA/Design Priority List

Nathan presented a map of downtown Rifle indicating priorities sited by the Main Street Committee and what will be addressed through the DOT Grant this spring. DDA members asked to have the entire DDA District included in the map and have better coverage of what the priorities are.

Planning has begun on the Ragulski property and the City hopes to be able to regrade the property with respect to drainage by April 1st.

8. PROJECTS

A. Wayfinding

Rogers presented slides from Destination Development International and DHM with regard to design and information conveyed on wayfinding. DHM from Carbondale submitted a proposal for creation of design level wayfinding for Rifle at a cost of \$6,800. DDA Board member, Stuver, asked to have another estimate for the project to have something to compare it to. Brands suggested seeing what another company would cost and if DHM is less, confirm with Winkler, then go with them. Rogers will look into it.

B. Bus Shelter Redesign

Rogers presented photos of the two shelters available for free, located at A-1 Traffic Control. Tom Whitmore continues to coordinate this project with Boy Scout Troup #221. CDOT approval is pending with regard to location.

C. Spring Clean-Up, Saturday, April 20th

The Main Street Committee is addressing the need to rebrand the event due to lack of volunteer participation. Using W. 2nd St. site improvement was discussed as a possible venue or targeting other locations such as Rifle Creek may be a way to garner better involvement.

9. MAINTENANCE:

- A. Snow Removal – Tom Caquelin continues to remove snow when needed. Brands requested the lot by the Rifle House also be addressed.

10. ADJOURN: The meeting adjourned at 8:35am.

Respectfully Submitted,

Helen Rogers
DDA Manager