

# DDA

Downtown Development Authority  
Rifle, Colorado

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## MINUTES

Wednesday, November 7th, 2012  
Rifle City Hall

### 1. CALL TO ORDER:

Chairperson, Jay Rickstrew , called the meeting to order at 7:02 a.m.  
Members Present: Wilma Paddock, Tom Stuver, and. Gil Frontella, Nella Barker, Sally Brands, Diane Razee, Randy Winkler, Michael Langhorne.  
Members Absent: None  
DDA Manager Present: Helen Rogers  
Guests Present: Julie Bjurstrom, RREDC Director, Dana Ingram, Main Street Coordinator, Nathan Lindquist, City Planner, Ed Arnold, Rifle Citizen.

### 2. APPROVAL OF MINUTES:

A motion was made by Paddock, seconded by Barker, to approve the minutes of October 3<sup>rd</sup>, approving unanimously.

### 3. BILLS TO BE APPROVED:

1) Gary McAlary, landscape maintenance: \$192 and \$48. 2) Helen Rogers, Sonoran Conference Fee: \$65.00. 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 Barker, seconded by Frontella to accept the financial review, approving unanimously.

### 5. MANAGER'S REPORT:

#### DDA Administration – 73.5 hrs.

- Tour de Downtown was held on Oct. 12th from 4-8pm. Most of the retail businesses participated. A walkabout in the downtown occurred with a HUD representative. One of the opportunity sites targeted was the County Building on E. 3rd St. All 3 County Commissioners were present to take a look at the building's façade, solar retrofit, and possible interior renovation to serve as a model for the downtown. A design Charrette was held at the Library in the upstairs conference room at the end of the night with refreshments.

- Main Street meetings occur 1st and 3rd Fridays. Coordination of various board project list and forming priorities for Main Street. Upcoming meeting with DOLA on Nov. 14th.
- Met with Rick Barth and Chad Harris (Windy Point Electric) to look at West Ave. lighting. There appears to be no power leading to the concrete bases in place. Estimated to cost around \$10,000 for two 14' light poles.
- Winterization of the sprinkler systems occurred the week of Oct. 22nd. Worked with Art at B&B Plumbing to locate all the turn-off valves. Leak down by the turn-off valve at the Alpine Bank corner.
- Attended Sonoran Institutes 'Community Builders' Summit in Glenwood Springs, Oct. 25th and 26th. Topics included, Building Stronger Communities in Today's Economy, Market Trends in the Rocky Mountain Communities, Housing Market Trends, and a project in Buena Vista was interesting, using private investment with mixed use to infill development along the Arkansas River.
- Maintenance Issues – O&M removed light pole brackets along Railroad Ave, and removed old trash receptacle in front of the Rifle House and took it up to BCAH. O&M built a new Box Cover for the water valves at the Museum Lot, also fixed the electrical box on the banner pole at East Ave. where someone kicked it off. Replaced red concrete areas where shoe prints were made last year in fresh concrete.
- Includes daily emails and communication, prep for DDA Meeting, DDA Meeting and minutes, Budget Report, and Manager's Report.

#### New Ute Events Center Restoration – 18 hrs.

- Second Annual Fall Festival occurred on Sat. Oct. 20th, starting at Centennial Park and ending with a Street Dance in front of the UTE. Profit from the event was around \$600. The event attracted around 700-800 people.
- NUTS Board of Directors continues to work with the City to try and find a way to complete the interior renovation and provide an economic stimulus for Downtown Rifle.

#### Visitor Improvement Fund – 12 hrs.

- Holly Days will be held on Sat. Dec 1st. Planning continues with blocking off the north side of E. 3rd St. for better pedestrian flow and to allow non-profits such as the Boy Scouts/Christmas Trees, Rifle Animal Shelter/Calendars and Cards, US Forest Service/Tree Permits and maps, and NUTS/popcorn participating so far. There will be a Window Display Contest again. Sidewalk Sales will be encouraged from noon to 5pm with the Parade of Lights down Railroad to follow at 6pm. During the Day, the Library will have their annual Ornament Party for kids, and hay rides to Centennial Park will be offered by Tally Ho Shires. Music and events are being scheduled at the park. The Holly Days Raffle Drawings will be held at the Fair Grounds this year.
- Several emails to CDOT by Jim Neu and myself to discuss the Boat Ramp Lease Agreement have been to no avail.

## 6. CHAMBER UPDATE:

The Chamber Report was not available due to illness.

## 7. NEW BUSINESS:

### A. Kum & Go Site Plan

A site plan was presented to the Board which showed location of the building, entry and exit and location of the canopy. Questions regarding exiting came up, if exiting on Railroad was to be a right turn only. Construction of the building should go quickly as the north Rifle Kum & Go went up fast.

### B. RREDC

Julie Bjurstrom stated the RREDC has experienced more inquiries recently. They have started a Business Extension and Expansion program and are working with the City and Timberline Sporting Goods, a local downtown business, to define a program using sales tax rebates for incentives to enhance the building façade. After much discussion, Langhorne stated defining the program is still in progress.

Julie stated they are resubmitting a grant to the USDA Rural Development Dept. for a Revolving Loan Fund for \$50,000 to 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 introduced herself as the Main Street Coordinator, working 20 hrs per week. Her office is located in the RREDC Office on E. 3<sup>rd</sup> St. DOLA will be meeting with her and the newly formed Main Street Committee on Nov. 14<sup>th</sup>. One of the opportunity sites (W. 2<sup>nd</sup> St. and Railroad, Ragulski Property) was identified to 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 has submitted a grant to the Musser Foundation for \$25,000 to be used for minor projects.

### D. Value Laddering

Time ran out so Nathan was unable to present the exercise. However, Nathan presented the Master Downtown Project List as follows:

#### **Master Downtown Project List**

List includes projects identified by DDA, the 3DA, the 2009 Sustainable Main Streets Program, and the Main Street Committee. Highlighted items have been identified as priority projects by the 3DA or the Main Street Committee.

#### **Projects Currently Underway Through Main Street Committee:**

1. Vacant Land on W. 2nd and Railroad: The City is working with the landowner to draw up a lease for temporary usage and clean-up of the property. This will be cleaned-up by the City and leased for community events. Use ideas include hunter's tent, Christmas display, and farmer's market/flea market. City Lead (Matt)

2. Timberline Sporting Goods Expansion: The RREDC is working on concept façade design and incentive package for the business, which is a project within the Main Street district that has been identified as a quick win. RREDC Lead (Michael)

3. La Roca Property/ Restaurant: The committee is working with the land owners and restaurant owners on re-opening, which would include extended hours and more menu options. A concept expansion design is in the works, which would also include an incorporation of property/pathway that would provide access to 3rd Street and Centennial Park. RREDC and DDA Lead (Michael and Helen)

4. Holly Days Christmas Tree: Get a Christmas tree to be decorated and placed on the vacant land on W. 2nd Street for this event and is also identifying future to focus the event more on Main Street. DDA and Chamber Lead (Helen and Frank) (Tabled until next year due to delay in clean-up)

5. Downtown Implementation Grant: The City is helping to write a grant for a possible \$25K for downtown Main Street design improvements. The grant application is due November 7th. City Lead (Nathan)

6. Revolving Loan Fund: The RREDC is re-submitting for a \$50K revolving loan fund in 2013 and the committee is developing incentive policies to align with distributing these funds to qualified Main Street businesses for expansion and/or design improvements. RREDC Lead (Julie and Dana)

### **Progress Report on 3DA Small Opportunity Sites**

1. Gateway Improvements. Conceptual design was done at Fall 2012 Charrette for streetscape improvements to Highway 6 and Railroad Avenue intersection. Need to work with property owners and CDOT, find funding for design and construction. City/DDA lead.
2. Rifle Creek – 3rd Street to 5th Street. Conceptual plans for a trail on the east side of the creek were completed. An “art fence” on the west side of the creek is proposed for 2013. City will investigate demolition of vacant house on City property. Need to engage artists and property owners, and find funding for fence and supplies. Ties in with La Roca property. City lead on some aspects. Lead for Art Fence Project??
3. Henry Building Renovation: Conceptual plans for façade and interior renovations were drawn at the Fall 2012 Charrette and discussions with County were begun. The Main Street Committee will continue to coordinate with the County. City/DDA lead
4. Railroad Avenue Streetscape Improvements. No progress yet. Look for opportunities for murals, landscaping, façade improvements between 1st Street and 5th Street, including the City parking structure. Coordinate with property owners, find funding. Lead??
5. 3rd Street Temporary Patios. No progress yet. Idea is to construct temporary patios and planter boxes to put in parking spaces for outdoor dining at restaurants. Removable for non-dining times. Need to find funding and construct. Lead??
6. Middle School Gravel Lot. City staff will contact school district about waterwise landscaping demonstration garden. Include Skye’s edible herb idea. Funded from construction of City Water Plant. City lead.

### **Marketing and Public Outreach Ideas**

1. Main Street Information Pamphlet. (Main Street) Create a pamphlet with all of the services and funding sources that can be offered to downtown business and property owners; including façade renovations, paint, interior design, signage, business expansions or relocations, marketing, events, energy efficiency, etc.
2. Downtown Slogan/Logo Shwag. (Skye) "Meet Me Downtown" (or some other catchy slogan/logo). Create stickers for businesses and matching pin/button, reusable shopping bag, or t-shirt for customers to adorn and receive a discount at participating downtown businesses.
3. Downtown website or facebook page. (Skye) A calendar of current downtown/community events, volunteer opportunities, business spotlight, special deals, Blog/news, online suggestion box, sign up for "alerts"
4. Business Recognition Program. (Main Street) Celebrate a Downtown Business that has gone above and beyond at an event in the downtown- tied in with future Tour de Downtown event.

### **Event Project Ideas**

1. Downtown Arts and Homebrew Fest (Christine Bionaz)
2. Young/amateur "temporary art gallery" hosted in the windows of vacant building downtown or in City Hall (Skye). Tie in grand opening with a Fourth Friday or other planned downtown event, keep the exhibit for at least a month, open select days of the week. (There are very talented artists at our area schools but their work does not get visibility beyond the school buildings themselves.) Partner with school district, CMC, BCAH.
3. "Build a Better Block" temporary installation. (Skye) See <http://betterblock.org/> for more info. Partner with Planning Dept.
4. "Run Rifle Creek" 5k/1 mi. run/walk fundraiser. (Skye) Tie in with and use as a "kick-off" to other annual planned event e.g. Centennial Concert Series, Fall Festival. Draws non-Rifle athletes and they get to see our town while running. Start and/or end at Centennial Park. Has the potential to grow to a longer 10k/half marathon event over time, which would be the only one offered in our neck of the valley. Closest 10k or half marathon is in Palisade and Glenwood Springs. Partner with Parks and Rec.
5. Friday Lunches on 2nd Floor Library Patio. (Nathan) When the weather is nice.
6. Evening Series. (Nathan) Events where there is a presentation by an artist or some other interesting person and beer and hanging out at a Downtown Studio.

### **Economic Development Project Ideas**

1. Building Code Review. (Main Street)
2. Business Incubator. (2009 Sustainable Main Street process)
3. FabLab. (Nathan, Johnson Carter, CMC, Library District)
4. Broadband. (2009 Sustainable Main Street process)

### **Other Physical Improvement Project Ideas**

1. Easy Infrastructure Fixes.
2. (DDA) Sidewalks, curbs, landscaping that needs a little love.
3. Removal of old banner poles on Railroad Avenue.
4. Maintenance to be done by City O & M.
5. 3DA session to identify items by taking pictures?
  
7. 3rd Street Qwest Fortress Façade. (Nathan) Approach Qwest about murals or other façade on building.
  
8. New Pedestrian Crossings. (DDA) Find location to put in the “State Law” stands
  
9. Add co-mingled plastic/metal and paper recycle bins near existing trash cans/benches (Skye) (will this work with MRI?)
  
10. Edible herb flower pots on the sidewalks, park, etc: (Skye) pretty, educational, and useful, let community pick or pick/sell at Farmer's Market.
  
11. Put in a Climbing boulder. (Rich Carter) Where can it be located, who funds it?
  
12. Put chairs out on sidewalks for people to sit in. (DDA)
  
13. Way finding signage. (DDA) find funding.
  
14. 3rd Street Sidewalk Meter Remediation (DDA)
  
15. Bury Utility Lines in Alley (DDA). Need funding.

### **2013 Scope of Work for Downtown Strategic Plan** (funded out of HUD/DOT grant)

1. Bike System Plan. A City-wide plan to identify and classify current bicycling facilities in Rifle. The plan will address how to make downtown Rifle the central node in a regional trail network.
  
2. Downtown Design Implementation Program. City staff is writing grants. Hope to have a pot of \$50k for construction and materials. Projects can apply and 3DA will select what gets funded. Murals, façade work, landscaping, art projects, etc.
  
3. 2nd Street/West Avenue Streetscape Improvements. Conceptual design will be completed, funding sources targeted.
  
4. Creekside South Residential/Park Avenue Extension/Rifle Creek Improvements. Consultant team will put together a development and grant project for residential development and infrastructure improvements.
  
5. Commercial business prospectus. The team will put together a package that assists the City and RREDC to attract an identified commercial business type (restaurant, drug store, etc)
  
6. Gateway property acquisition planning. Work with Union Pacific to move the contractor's yard and acquire property and CDOT to identify new location for the Park and Ride.

7. Investigate District funding sources. Parking districts, business improvement districts, etc.
8. Recruit another 3DA. May add a high school 3DA as well, talking to their IB program.
9. Outreach to targeted groups in the community. Artists? Bicyclists? Youth? Latinos? Non-profits? Who?
10. Marketing the downtown to the Rifle Community and the Region. How?

## **8. PROJECTS / EVENTS**

- A. Holiday Decorations – Rogers will hire Sandor Drucker to help with the trees on East and West 3<sup>rd</sup> Sts. Contact City Staff (O &M) to coordinate wreaths and garland on non Xcel light poles.
- B. Holly Days – Will be held on Sat. Dec. 1<sup>st</sup>, noon to 5pm. The event will be similar to last year's where non-profit groups will set up tables/tents and share information and treats. Sidewalk sales from retail stores are encouraged, along with a Winter Wonderland Window Display Contest. The Library will have ornaments for children to create and Tally Ho Shires horse drawn wagon rides will take people from the Library to Centennial Park for other events. The Parade of Lights starts at 6pm, will start downtown and finish at the Fair Grounds where the raffle will be held.
- C. Double Banner Poles along Railroad – Rogers stated the cost of 20' high double banner poles is \$1895, without the bracket and banners. We already have brackets, welcome hunter banners and happy holiday banners.
- D. West Ave. Light Poles and Tree Grates – Light Pole estimate for two lights is estimated to be \$11,000 from Windy Point Electric. A suggestion was made to consolidate estimates and see what the whole project will cost as the HUD grant designers are working on W. 2<sup>nd</sup> St.

## **9. MAINTENANCE:**

- A. Irrigation Estimates – On Hold until Spring.
- B. Snow Removal – Tom Conklin will be removing snow in parking lots if snow reached 4" or better.
- C. Light Pole Insurance Coverage – the light pole was covered by the City's Insurance policy for \$2015. The deductible is \$1,000 and will be billed at the end of the year per City Clerk, Lisa Cain.

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