

# DDA

Downtown Development Authority

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MINUTES  
June 1, 2011  
Rifle City Hall

**1. CALL TO ORDER:** Chairperson, Sally Brands, called the meeting to order at 7:00 a.m.

Members Present: Gil Frontella, Randy Winkler, Tom Stuver, Diane Razee, and Michael Langhorne

Members Absent: Jay Rickstrew, Nella Barker

DDA Manager Present: Helen Rogers

Guests Present: Rifle Mayor; Keith Lambert, City Planner; Nathan Lindquist, RACC Director; Annick Pruett, City Manager John Hier.

**2. APPROVAL OF MINUTES:** A motion was made by Langhorne, seconded by Frontella, to approve the minutes of May 4th, approving unanimously.

**3. FINANCIAL REPORT:** A new Financial Report, using an Excel Spreadsheet from the Budget was created. A motion was made to approve the Financial Report by Langhorne, seconded by Razee, approving unanimously.

#### **4. MANAGER'S REPORT:**

**Flower Pots** – The eight grouping of flowers were picked up on Friday, May 27th and delivered to 3rd and 4th Streets. Watering has begun and hopefully can occur every other day, depending on the heat.

**Water** – The water on 4th, East and West Ave. and the Museum Lot, has been turned on. Depending upon rain, the respective areas will receive water once or twice a week.

**Maintenance** – Watering has started for the 3rd St. Planters, twice a week, Tuesdays and Fridays. Fertilization of the new plants needs to occur. The Planters were weeded and fluffed up on Sat., May 28th.

**Over the Rainbow Statue, Centennial Park** – The statue was cleaned, waxed and polished the week of May 9th.

**Farmer's Market** – We now have 12 fully registered vendors and expect a few more. A map of Vendor locations is being developed as some need electrical hook-ups.

**Rifle Boat Ramp/VIF** – The Environmental and Cultural Resources Studies are nearing completion. Next steps will be discussed at the next VIF Board Meeting, June 8th.

**New Ute Theatre Restoration** – Continues with the marquee going up on Tuesday, May 31st. Lighting the marquee will occur at the annual board meeting scheduled for June 29th.

A motion was made by Stuver, seconded by Langhorne that the Manager indicates how her time is being spent on the various projects for DDA as well as VIF. The motion pass with one ‘no’ vote by Sally Brands, indicating she felt it was micro managing the position.

**4. BILLS TO BE APPROVED:** 1) VIP Trash Services; \$140.00. 2) Mr. Power S; \$410.00. 3) Soak-N-Wet Sprinklers; \$87.50. 4) Gil Frontella, Planter Maintenance; \$201.50. A motion to approve the bills was made by Langhorne, seconded by Stuver, passing unanimously.

**5. CHAMBER UPDATE:** Annick Pruettt presented the Chamber Updates. Women in Business will meet at the Rifle Library, Tuesday, June 21st, at noon. The topic will be addressing ‘Where are You in the Game of Life?’ Business-After-Hours will be held at Centennial Suites on June 30<sup>th</sup>. This will be their 3<sup>rd</sup> Annual Block Party.

## **6. NEW BUSINESS**

### **A. RREDC Update**

Langhorne reported the RREDC continues to help coordinate the Brenden Theater project. The owners are taking contractor bids at this time and anticipate hiring local sub-contractors for the work. Renovation of ‘The Rock’ Fitness Center, on Airport Road, consisting of 11,500 sq. ft. space for a Gymnastics Center as well as fitness center continues to be developed. They hope to be open for business by July 5th. The Jan Martin property, which is adjacent to the old Valley Lumber site, was recently sold. The precious owner received tax incentive for selling the property. The RREDC will include this piece for future development opportunities. The Country Attic is still open for business, as there has been some confusion as to its disposition with the construction of the theater. They donated a small portion of land to the City for an easement. The RREDC continues to work on street banners which will be hung along Railroad Ave. and the round-a-bouts.

### **B. Way Finding Signage**

Rogers, along with Randy Winkler and Matt Sturgeon met to discuss strategies for Way Finding along the City’s streets and by-ways. Several photos were passed around of other City’s way finding systems and designs. Two methods were discussed; a median approach along Railroad Ave. and Hwy 13 as well as the I-70 area and a ‘flag’ sign approach. The group will continue to work on design and verbiage and bring it back to the DDA Board for review.

C. The Value of Downtown Study, Sonoran Institute

Clark Anderson, from the Sonoran Institute, is proposing new study entitled, 'The Value of Downtown, Understanding How Community Design Impacts the Local Tax Base.' Joe Minicozzi of Public Interest Projects from North Carolina, will conduct the analysis. A motion was made by Langhorne, seconded by Stuver to participate in the analysis, and the motion was approved.

D. Rifle Library / Farmer's Market

City staff is pricing port-a-johns to be located in the lower level of the Parking Structure for the duration of the market. The Library Board is concerned about security regarding the use of restrooms during the market. The Library closes on Friday nights at 5pm. The DDA Board felt it would be beneficial if the Library would stay open for the duration of the Market. The Board offered to help subsidize staying open. Rogers will continue to discuss the issue with the Library Director to find a solution.

The next artist in the 'Art in the Stacks' program will be Lannie Grant. Opening reception will be Friday, June 10<sup>th</sup> at 5pm.

## 7. PROJECTS

A. Banner Poles

City staff along with Rogers continues to secure pricing for the 4 sets of banner poles in the downtown. The DDA approved \$7,500 towards the purchase of 4 sets of banner poles for the downtown. The VIF Board has committed \$7,500 and City Council has committed another \$10,000 from the Rifle Information Center Capital reserve for a total of \$25,000.

B. Ute Theatre

Gil Frontella stated City Council is slated to approve a contract with Carter Johnson Architects for the interior renovation of the theater. City Council is reviewing RFPs for electrical and acoustical engineering consultants and expects to reach a decision at the June 1<sup>st</sup> Council Meeting.

C. Other Items Not On the Agenda

Mike Braaten, City of Rifle Government Affairs Coordinator, has submitted to DCI (Downtown Colorado, Inc.) two projects for their Downtown Excellence awards; The Library/Civic Plaza/Parking Structure for the 'smart growth downtown' project and Centennial Park for 'best public space' project.

Karen and Dick Rhoades are replacing a wooden rail along their SE corner property of 5<sup>th</sup> and Railroad with an ornamental iron work from Gary Russell.

The Garfield County Fair's theme this year will be 'Home Grown, Country Proud'. Randy Winkler indicated the committee is still planning to hold a car show downtown right after the parade on August 6<sup>th</sup>.

A workshop, given by Economic Enrichment Networks, will be holding a 'Discovery 9' workshop to learn how to create more jobs and business in your local community for little or no cost. It will be held, June 10<sup>th</sup>, from 9am to 2:30pm at the Rifle Library.

**8. MAINTENANCE**

Maintenance continues for the curb extensions, watering 3<sup>rd</sup> St. and Flower Pots, weeding on 3<sup>rd</sup> and 4<sup>th</sup> Sts, and irrigation issues on East Ave. and 4<sup>th</sup> St.

**9. ADJOURN:** The meeting adjourned at 8:25am.  
Respectfully submitted,

Helen Rogers,  
DDA Manager