

# DDA

Downtown Development Authority

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## MINUTES

August 3, 2011

Rifle City Hall

**1. CALL TO ORDER:** Vice-Chair Michael Langhorne called the meeting to order at 7:05 a.m.

Members Present: Gil Frontella, Jay Rickstrew, Nella Barker, Randy Winkler, Tom Stuver, and Diane Razez.

Members Absent: Sally Brands and Jay Rickstrew

DDA Manager Present: Helen Rogers

Guests Present: Rifle Mayor; Keith Lambert, City Manager; John Hier, Assist. City Manager; Matt Sturgeon, Ed Arnold, and new RACC Director Frank Ladd.

**2. APPROVAL OF MINUTES:** A correction to the minutes suggested inserting the word 'plans' under 'New Business', section B, Planning Grant Committee, 2<sup>nd</sup> sentence should read as follows; The City was awarded a \$800,000 planning grant to develop 'plans' for downtown improvements, such as streetscapes, transit issues, bicycle and pedestrian issues and redevelopment prospects. A motion was made by Stuver, seconded by Barker, to approve the minutes, with correction, of July 6th, approving unanimously.

**3. FINANCIAL REPORT:** A Financial Review, using an Excel Spreadsheet from the Budget was presented. All of the expenditures were related to maintenance. A motion was made to accept the Financial Review, approving unanimously.

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

Maintenance –9 hrs.

General Pruning – trees and shrubs were pruned on 3rd St.

Flower Pots – Plants are now being fertilized and watered every day until the heat subsides.

Curb Extensions – They have been weeded and fluffed up this past weekend, along with sweeping and general cleanup for the Fair Parade on Sat. Watering occurs 2x per week on 3rd St., one time per week on 4th depending upon rain.

Power Washing – occurred on Wed. July 27th and Thursday, July 28th.

Farmer's Market –22 hrs. We now have an organic bread and pastry vendor, Felix Swiss, from Aspen, along with 15 other fully registered vendors. We're working on a Pasta Vendor.

Rifle Boat Ramp/VIF –3.25 hrs. The RFP for Boat Ramp Engineering and Site Plan work has been sent out to 3 Engineering firms. VIF will solicit at least 3 proposals for cost comparison for engineering and will review on August 10th.

Banner Poles – 2.25 hrs. Met with representative from Todd's Welding at two different occasions to discuss design details. Walked the sites to confirm location. Last meeting discussed not using a pulley system. They are to resubmit drawings and estimate.

Way Finding, 1 hr. – Met with Micro Plastics to further explore design, verbiage and locations

New Ute Theatre Restoration –2.5 hrs. A meeting occurred with Rich Carter, Architect, Gil Frontella, Tom Stuver, John Hier, and consultants David and Stephanie Adams with regard to design direction for the theater. The Aspen Foundation visited the site on Friday, July 26th.

Administration Hours – 37.5 hrs. - Includes daily emails and communication, prep for DDA Meeting, DDA Meeting, DDA Minutes, Budget Report, Petty Cash, Manager's Report, Coordination of payment to Maintenance Workers, Chamber meeting, Tree grate Research, At-Grade Crossing Research re: UP permit / Bennett, CO., A-Frame Sign Code to Sheer Intensity on West Ave.

**4. BILLS TO BE APPROVED:** 1) Mr. Power S; \$1895.00 2) VIP Trash; \$280 3) Soak-n-Wet Sprinklers; \$136.89 4) Gil Frontella; \$248 for Downtown Maintenance. A motion to approve the bills was made by Barker, seconded by Stuver, passing unanimously.

**5. CHAMBER UPDATE:** The new Chamber CEO Frank Ladd was present to present the report. The Election Forum will be held Tuesday, August 16<sup>th</sup> at City Hall. The Annual Chamber Luncheon will be on Thursday, August 18<sup>th</sup> at the Rifle Rest Area in Lion's Pond Circle. Women in Business will meet at the Rifle Library, Tuesday, August 16th, at noon. Business-After-Hours will be held at the Courtyard by Marriot in Glenwood Springs on August 24<sup>th</sup>.

## **6. NEW BUSINESS**

### **A. Banner Poles**

City staff along with Rogers met again with Todd's Welding. The final cost came in at \$20,475.60 for 6" diameter poles. Other construction costs are estimated around \$5-7,000. 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. As the costs are projected to be approximately \$5,000 more than what has been budgeted for, Rogers asked the DDA to approve the expenditure of \$2,500 more for the project with the intent the Visitor Improvement Fund would kick in the other \$2,500 to match. A motion was made by Stuver, seconded by Razez, to transfer money from the Contingency

Fund into Downtown Improvements, passing unanimously. Another motion was made by Stuver, seconded by Barker to approve the expenditure from Downtown Improvements of \$2,500 to fund the project, passing unanimously.

B. Way Finding Signage

Rogers and Winkler presented 'median' and 'flag' way finding signage design concepts. They will continue to refine the designs and obtain budgetary estimates.

C. Fall Concert Series, Centennial Park

There is support for a fall concert series. More information will follow in the near future. It may evolve into a one day Fall Festival.

D. Rifle Plaza, Streetscapes, Theater Entrance, Project Update

Matt Sturgeon presented a site plan of the Rifle Plaza area including the Brenden Theater. The entrance plaza to the theater includes a design concept of unwinding roles of film with plenty of pedestrian seating. There is a pedestrian drop off site in front of the theater, with increased landscaping along West 2<sup>nd</sup> St. and West Ave. A possible pedestrian oasis cross walk was discussed on Railroad Ave. for those crossing over from the Civic Center parking garage. The streets are due to be completed around Nov. 13<sup>th</sup> and the Brenden Theater is slated to open Sat. Dec. 3<sup>rd</sup>.

E. City of Rifle Water Treatment Taste Test

DDA board members had an opportunity to taste what a new water treatment plant could provide in the way of water quality. It was a 'blind' study between existing Rifle water and another container of water. Members were asked which one they preferred.

F. Other matters brought before the Board

RREDC – Michael Langhorne stated the Gymnastics Center will open August 15<sup>th</sup>, with the Rifle Fitness Center hosting an open house on August 27<sup>th</sup>. The RREDC hired an additional part-time marketing person to help Julie. Garfield County has contributed \$25,000 to RREDC for Western Garfield County economic development.

Kum & Go – Matt Sturgeon stated the downtown store will not start construction until Spring of 2012. The 26<sup>th</sup> St. Kum & Go construction will start this fall.

Street Projects – John Hier informed the Board street work will begin on 7<sup>th</sup> St. up by the Catholic Church. Also, disruption will take place at E. 2<sup>nd</sup> and Whiteriver Ave. The 16<sup>th</sup> St. and Railroad Ave. intersection is due to expand as well. In addition, curb-side recycling is on the horizon.

## **7. PROJECTS**

A. Ute Theatre

The NUTS group continues to meet to discuss design and programming. A flat floor concept was decided upon which will accommodate elevated retractable seating

platforms. A Design Committee continues to meet to discuss design direction, acoustics and lighting options.

D. Farmer's Market

The Market is going well with new Vendors coming to the Market.

**8. MAINTENANCE**

Maintenance and Clean-up 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 8:15am.

Respectfully submitted,

Helen Rogers,  
DDA Manager