

# DDA

Downtown Development Authority  
Rifle, Colorado

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## MEETING MINUTES Wednesday, May 6, 2015 Rifle City Hall

### **1. CALL TO ORDER:**

Chairperson, Jay Rickstrew called the meeting to order at 7:00 a.m.  
Members Present: Nella Barker, Tom Stuver, Randy Winkler, Wilma Paddock and Michael Langhorne, Sally Brands, and Gil Frontella  
Members Absent: Ed Arnold.  
DDA Manager Present: Helen Rogers  
Guests Present: Nathan Lindquist; Rifle Planning Director

### **2. APPROVAL OF MINUTES:**

A motion was made by Barker, seconded by Langhorne to approve the minutes of April 1, 2015. The motion passed unanimously.

### **3. FINANCIAL REPORT:**

The Financial Reports were presented for review. As the City's balance sheet did not match up with the total the financial report was not accepted.

### **4. BILLS TO BE APPROVED:**

1) VIP Trash Removal; \$150.00 2) Petty Cash reimbursements; \$291.71  
3) Reimbursement to Helen Rogers for Buena Vista Downtown Colorado Inst. Design Workshop; \$433.26. 4) Mr. Power S; \$1195 5) Niemann's Gardens flower pots \$194.90  
6) Micro Plastics, Renew Rifle; \$25.00 7) All Around Property Maintenance; \$450.00 8) Mountain View Tree Farm; 4 Mulch bales; \$820.00. A motion was made to approve the bills by Brands, seconded by Langhorne, approving unanimously.

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

DDA Administration / VIF Projects – 81 hrs.

- The Rifle Main Street Committee continues to meet on a bi-monthly basis. The UTE Plaza Area concrete is finished. We're waiting on final pricing for fencing and furniture which should be installed in about a month. A Rifle 'R' stamp was used in a couple of places on the concrete.
- Renew Rifle Spring Community Day was Sat., April 25th. Had about 25 volunteers participating in cleaning up trash along Rifle Creek, painting the jersey barriers in Centennial Park and mulching the 2nd St. lot and 4th Street. Unfortunately, it started to rain and we needed to quit early. However, lots of people took advantage of Growing Food Forward's free seed give away along with seed starter kits. Thank you to Alpine Bank for contributing \$1,500 to help make it happen.

- The Rifle Farmer's Market committee continues to meet. We have three produce vendors so far, along with 10 other vendors. The Market starts next month on Thursday, June 18th. We've received \$5,000 from VIF, \$1,000 from Live Well Garfield County, and \$1,500 grant from Rifle Community Foundation. As a fund raiser, we will be selling Pappardelle Pasta and aged Balsamic Vinegar. We need volunteers to staff the Lemonade Stand which contributes to the SNAP Program.

- Attended a BOCC Workshop in GWS yesterday. The State Demographer was there addressing Garfield County statistics. Our population in 2010 was 31,000 and is expected to climb to \$63,000 by 2040. Affordable housing continues to be a problem when most people are spending greater than 45% for mortgage payments and those renting are spending over 50%. It should be closer to 30% of gross income. Besides housing needs, our population is aging due to lots of baby boomers. Consumer goods and services need to cater to that population. Trends in our area include increased ethnic diversity. Hispanics are expected to become 60% of the labor force by 2020. The word 'bifurcation' was used a couple of times which means divide into two branches, eluding to eastern and western Garfield County continue to be diverse. County Administrator Andrew Gorgey would like for Garfield County to define its 'sense of place' which would help target economic development. All the statistics are available on line at [Colorado.gov/demography/Garfieldcounty](http://Colorado.gov/demography/Garfieldcounty).

- Attended a Bookcliffs Arts Council Program Meeting. Trying to determine how to partner with them in the downtown. Developing a traveling art show which could be shown downtown. They're also working with Rifle Parks and Rec to hold children's art classes up at the Stone House and may participate in the Farmer's Market with hands on projects.

- The Downtown Colorado Institute on Design Workshop last week in Buena Vista was very interesting. I ended up being on a DDA panel with Colorado Springs (600,000 pop), and Castle Rock (53,000 pop) B.V. (2,300) is wanting to start a DDA and discussion centered on that and also what projects we've been working on. Castle Rock captures sales tax revenues from their designated TIF area while the City has the property tax. Don't know if it's too late to negotiate that with the City. They have a new residential and commercial urban development project along the Arkansas River called South Main which includes trails, climbing boulders, parklands, Kayak Park, restaurants, lodging and small stage area called 'The Beach'. Seems to be catering to active boomers and millennials.

A landscape design firm, Norris Design, from Frisco gave a talk and I'd like to show her presentation at our next meeting.

- Maintenance issues included clean-up of graffiti along the Centennial Park path by W. 3rd St. and the old Burkey Lumber metal wall. Continued mulching 4th St. Still need to finish 3rd St. and replant some of the beds.

- Water leak on West Ave. Determined it was Kirk Swallows irrigation system from the Phillips 66 station. He offered to water new trees if we wanted to plant them.

- An underground leak is occurring in the pit on 3rd and East Ave. City crews will fix it in the near future.

- The downtown Flower Pots are at Niemann's Gardens and will be ready by Memorial Day.

- Includes daily emails and communication with City Staff and others, prep for DDA Meeting, DDA Meeting and Minutes, Regular Budget Report, and Manager's Report.

#### UTE Theatre and Event Center Update – 8.5 hrs.

The Family Movie night on the third Thursday of the month is going well. We had a great turn out for The Lego Movie. The May movie is Back to the Future. We're looking for a DeLorian if anyone has one. We will be attending the Rural Philanthropy Days workshops and events asking for support for the retractable seating system. Also, NUTS will be sponsoring the Glen Miller Orchestra on Wed. night along with hosting a reception on Thursday night for 300 or so.

#### Visitor Improvement Fund

The City was invited to apply for the Fishing Is Fun Grant and Kimberly will present it again next Tuesday in Denver at the Colorado Parks and Wildlife Regional offices. If we don't get all the request for the ramp portion, the City will likely request the County release the Conservation Trust Fund money for the 2016 budget year for the proposed Boat Ramp Area.

### **6. NEW BUSINESS:**

#### A. Economic Development Strategy Facilitator Funding

Rickstrew indicated the 'Chairs' Meeting which includes Board Chairs; Michael Langhorne (RREDC), Casey Pearson Lord (Rifle Chamber), Ryan Gilbert (VIF) along with Matt Sturgeon (City Manager) and Nathan Lindquist (Planning Director) are now at a point where they need to pay for a facilitator to complete the process. It has been facilitated by a DOLA Representative. A new name for Rifle Main Street has been discussed, GRIT (Greater Rifle Investment Team) which would encompass all of Rifle. The intent would be to model it after Main Street and have a full time coordinator, creating better efficiencies with all the groups. A motion was made by Brands, seconded by Stuver to approve up to \$900 to help offset the costs of a facilitator. The motion passed.

#### B. American National Bank (ANB) Remodel

Nathan Lindquist presented a building façade design plan the bank is wanting to complete fairly soon. They are planning to spend around \$600,000 on the interior and exterior of the building. It came before the Rifle Planning Commission at their last meeting and passed during a Design Review Board Session. Recommendations included planting trees along Railroad Ave. and allowing another sign on the building, taking down the large pole sign. DDA member's general consensus agreed, the plan was an improvement.

#### C. RREDC Update

Langhorne stated the Governor will be attending the opening of Rifle Garfield County Airport Firefighting Center for Excellence Training Facility on May 13<sup>th</sup> from 9-10 am. Everyone is welcome to attend.

The Second Street Lot's mixed use project is on hold until an Environmental Assessment can be completed. Unfortunately it will miss the cut-off date for a CHAFFA Grant, but sources indicate they will apply next year.

Residential Construction has shown an increase as well as sales tax over the past few months.

Winkler indicated a new CNG station will open at the Gilco Truck Station out on Hwy 6&24.

D. Other

Winkler presented Wayfinding signage for Railroad Ave. There are 5 locations being targeted at this time. It was felt the signage slats need to align. The brand 'R' may need to be double sided.

Stuver continues to suggest creating a cooperative Farmer's Market Booth for locals this summer. Rogers did speak with the committee. The question of sales tax came up and how to pay for it and who would be in charge. More volunteers would need to man it.

**7. PROJECTS**

A. UTE Plaza Area Design Update

The concrete work is complete and waiting on fencing and furniture.

B. Farmer's Market, starting Thursday, June 18<sup>th</sup>

See above.

**8. MAINTENANCE**

A. West Ave. Trees

Kirk Swallow indicated he would be willing to water new trees at those locations. The area is included in a TIGER Grant and should know soon if awarded.

B. Third St. Mulching

Should be completed this month.

C. Irrigation Leak, E. 3<sup>rd</sup> St. and East Ave.

Bobby Odell indicated his crews will repair it.

**9. ADJOURN**

The meeting adjourned at 8:25 am.

Respectfully Submitted,

Helen Rogers  
DDA Manager