

# DDA

Downtown Development Authority  
Rifle, Colorado

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## MEETING MINUTES Wednesday, March 7, 2018

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

DDA Chair, Nella Barker, called the meeting to order at 7:00 a.m.

Members Present: Ed Arnold, Ed Weiss, Stephanie Freas, Gil Frontella, Randy Winkler, Sally Brands and Daniel LeMoine.

Members Absent: Jay Rickstrew Theresa Hamilton (Council Rep)

DDA Manager: Helen Rogers

Guests Present: Nathan Lindquist; Rifle Planning Director, Don Locke, Rifle Lock and Vacuum and John Gilpin, Convex Graphics.

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

The minutes from February 7th were presented for review. A motion was made by Arnold, seconded by Weiss to approve the minutes. The motion passed unanimously.

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

1) HR Design/Helen Rogers; \$2040.00 2) All Around Property Mgmt; Snow Removal; \$990. 3) VIP Trash; \$150 for March. 4) New Castle Gardens; \$1116 (1/2 flowers) 5) Timber Tree Service, LLC: \$825 6) Membership, Downtown Colorado, Inc.; \$220. A motion was made to approve the bills from Brands, seconded by Winkler, approving unanimously.

### **4. FINANCIAL REPORT:**

The DDA Financial Report and City Report were presented for review. Rogers was unable to find an answer as to the missing property tax collections other than they weren't collected according to the City Financial Dept. Brands indicated she would call the County Treasurer's Office. A motion was made by Arnold, seconded by LeMoine to approve the Financial Reports as presented. The motion passed.

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

#### **DDA Administration – 68 hrs.**

- Attended the State of the Community Luncheon on Feb. 14<sup>th</sup>. Those who spoke were Jay Rickstrew, Alpine Bank, indicating Alpine Bank has contributed over \$1.5 M to projects and services in Garfield County. Rick Aluise, Silt Mayor, stated they have spent \$5.5M on downtown improvements, water projects, parks and trails. He is stepping down as mayor this year. AGNC Executive Director, Bonnie Peterson spoke about Economic Development through state tax credits for rehabbing buildings, and prioritizing Small Business Development. Rifle Mayor, Barb Clifton, Mayor Pro-Tem Theresa Hamilton and City Manager Jim Nichols spoke about Capital Improvements,

Public Safety and Community Services in a rather animated way. Western Slope Colorado Oil & Gas Association Executive Director, David Ludlum asked the community not to use the words 'Boom and Bust' for 6 months. The Jordon Cove Pipeline to Coos Bay Oregon is undergoing its last Environmental Impact Study. Looking at Dec., 2018 for a decision if it's going to move forward. The industry is healthy with 10 rigs now in Garfield County and oil at \$2.50 a barrel. Garfield County just settled for \$5.7M Encana payback for a property tax miscalculation which effects the special districts in the County such as the RE-2 School District and the Libraries. Parachute's Mayor, Roy McClung, was very enthusiastic about their new Boat Ramp and Park Project, located just west of the bridge going up to Battlement Mesa. He talked of boat rentals, jet skis, camping, beach volleyball, ropes courses and Frisbee courses. Their Octoberfest in Cottonwood Park was successful and will continue. They're also planning a mobile food vendor area called Parachute Landing which will have shade structures and encourage people to stay longer in the downtown area. Mike Samson represented the County Commissioners, addressing Broadband public and private partnership, creating a Small Business Dev. Center in Rifle in 2019. Improvements to the Fairgrounds were noted and future lighting will be with LED's and having a better sound system. He talked about the creation of a Multi-Jurisdiction Authority to help with housing shortages. Regarding Healthcare, they want to change Garfield County's high premium status with the state. Also, the Commissioners want to preserve access to public lands.

- The Visitor Improvement Fund awarded the Farmer's Market \$4,000 this year to be used for the bands. They are already booked. Musicians want to play at the park now with the new location in Heinze Park. All the other funding which was talked about at the last meeting was funded aside from a Marketing Consultant.
- I've been working on insurance issues for the Farmer's Market, through the Colorado Farmer's Market Association. Hope to finish that up shortly and submit the Special Use Permit.
- Listened to a Community Builders Webinar on Parking Mgmt Strategies for Small Communities, it's a 3 part Series. Hopefully I'll be able to present it all at one time. Marking tires is not recommended as people just move their cars around. A digital system was recommended where a photo of a license plate was taken and other monitoring systems were talked about such as sensors. Open parking spaces could be monitored as well to allow people to use their smart phones to know where to park.
- Researched pricing from Valley Lumber and Lowe's for industrial shelving unit. Lowe's has the best deal for \$85.00. One should be enough for the banners. I'll just take it out of petty cash.
- Fixed one of the poles where the Red and White Lights were going out by Trendz. Looking at taking them down in March.
- Several trees were trimmed at the Museum Lot and one removed across from the UTE Theatre. One tree along E. 4<sup>th</sup> Street still needs to be replanted.
- Spoke with Polanka's Polish Restaurant about signage. They are going in the McLearn Building along Railroad Ave. Finalized? Sweet Coloradough is going in along Railroad in between Midland Arts and the embroidery shop.

- Downtown Businesses were receptive to watering the flowers this summer. We have 9 clusters of pots and 8 businesses wanting to water. Don Locke is taking on two of them.
- Other activities are admin related with regard to agendas, meetings, documentation, emails, budget and finance.
- Next month will be my last meeting as Part-Time Manager unless you want to extend the contract. My last major Downtown activity will be the coordination of Renew Rifle Downtown Clean-up on April 21<sup>st</sup>.

## 6. NEW BUSINESS:

### A. Sidewalk Improvement Areas

Nathan Lindquist, Planning Director, indicated he would like to put together a map for the City Engineer and possibly other contractors in order to generate costs. Top priorities include:

1. Bump-Outs on East and West 3<sup>rd</sup> Street
2. Sidewalk Replacements
3. Curb and Gutter Replacements (East Ave. Tree Wells)
4. Railroad Ave. between 3<sup>rd</sup> and 4<sup>th</sup> Street
5. Irrigation System

### B. Verizon Wireless on Rifle Library Building

Lindquist was unable to pull up the photo of what the system would look like. He will send out an email when accessible.

### C. Fourth Street Pedestrian Crosswalk, Post Office

City Manager, Jim Nichols reported through an email the Post Office was not in favor of eliminating parking in front of them on Railroad as they were afraid people would not use the Rifle Post Office and go to Silt or Parachute. Brands recommended eliminating parking temporarily for 3-4 months and see how the Post Office is impacted and if the Pedestrian Crosswalk would be less dangerous to cross. Rogers will contact the City Manager, write a letter, and convey the DDA Board's direction for temporarily eliminating the parking on Railroad Ave in front of the Post Office.

### D. New City Hall Overview / Workforce Housing Conceptual Plans

Lindquist presented a project summary consisting of building a four story building with City Hall on the first floor and three floors of residential units comprised of 36 one-bedroom apartments. He states this \$2.5M project is the most cost-effective option saving \$2M and the City would not have to bond for a new City Hall. Grants from DOLA might come in higher for a combined use. A new stand alone City Hall is estimated to cost \$4.5M.

Concerns addressed by DDA Board members at first glance were low income tenants, property management of those tenants, and shared Civic Plaza Area where pets are concerned. The height and mass of the building was a concern.

The idea of young adults, artists, downtown employees, retirees and part-time students did not seem realistic with regard to Board members who are experienced in the rental business.

As this proposal was just presented to the Board, further review needs to occur.

E. Disposition of DDA, VIF, GRIT, and REDC Staffing

Lindquist stated the concept of creating a job where VIF, GRIT, and possibly REDC could be under one director. He indicated VIF approved \$25,000, RREDC; \$10,000 and the City would contribute \$30,000 towards the \$65,000 salaried position. Undetermined when the job announcement would go out.

F. Mural on W. 2<sup>nd</sup> Street 625 Water Building

Rogers showed the photos of the existing façade and a façade of a water scene depicting marine life such as whales. While the mural would be a very dynamic change to the building, the subject matter doesn't fit Western Colorado. Rogers will contact the owner and indicate an interest by DDA to contribute to the paint at \$200 per 25 linear feet along West Ave. if the mural is approved by the Board.

G. Other

Frontella made a motion to extend Rogers contract to the end of the year. Seconded by Freas. The motion passed unanimously.

A presentation to City Council will occur in the evening, March 7<sup>th</sup> regarding the New City Hall / Low Income Housing Conceptual Plans.

## 7. **PROJECTS**

A. Welcome to Rifle Gateway Signage

Rogers presented two versions of the sign from Align Design. One captured the Real Western Adventure Logo with Anvil Points and the other the 'R' Brand. The Board liked the sign with the 'R' Brand the best. Lindquist indicated City Council wanted to voice and opinion as well. Installation should happen this spring.

B. Downtown Flowers

Rogers asked mainly 3<sup>rd</sup> St. and 4<sup>th</sup> Street Businesses if they were willing to take care of a cluster of pots in front of their businesses from Memorial Day to Labor Day. There are 9 areas. Everyone asked was very excited and willing to participate. Rogers will take the pots and half the amount of the cost of flowers over to New Castle Gardens the end of the week.

C. Container Storage

Rogers priced out commercial grade vertical shelving for the storage container at both Valley Lumber in Rifle and Lowe's. Lowe's had the best quality and price. Rogers will use petty cash to purchase it.

D. Renew Rifle Spring Community Day, April 21st

Rogers is planning the clean-up for the 3rd Saturday in April. Rogers will contact Tom Whitmore to check when the City Clean-up is and also reserve the large conference room at the Library and Sun Porch for the volunteer lunch.

**8. MAINTENANCE**

A. Snow Removal

All Around Property Management and Snow Removal continues to remove the snow and clear sidewalks when needed.

B. General Downtown Maintenance

Rogers will continue to have someone clean-up the bump-outs at least once a month.

**9. ADJOURN**

The meeting adjourned at 8:32 am.

Respectfully Submitted,

Helen Rogers  
Part-Time DDA Manager