

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, December 5, 2018

1. CALL TO ORDER:

DDA Board Chair; Nella Barker, called the meeting to order at 7:05 a.m.

Members Present: Ed Arnold, Randy Winkler, Gil Frontella, and Theresa Hamilton (Council Rep)

Members Absent: Sally Brands, Daniel LeMoine, Jay Rickstrew, John Gilpin, and Ed Weiss.

DDA Manager Present: Helen Rogers

Guest Present: Nathan Lindquist, City Planning Director, Raquel Lopez, Owner, Be Healthy, Stay Fit, Railroad Ave.

2. APPROVAL OF MINUTES:

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

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$2040.00. 2) Mr. Power S; Christmas Tree Lights; \$280.00 3) Mtn Waste & Recycling; \$119.37 4) VIP Trash; \$300. 5) All Around Property Maintenance (Retainer); \$225. A motion to approve payment of the bills was made by Winkler, seconded by Frontella, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Report and City Report were presented for review. A motion was made by Hamilton, seconded by Winkler to approve the Financial Reports as presented. The motion passed. After much research by the City Finance Director, it was discovered the DDA Budgeted amount has been incorrect for several years, since the URA was established and the TIF was started. The initial starting amount for 2019 is incorrect when subtracting the TIF allocation to the City. Rogers and Barker will revise the budget to get it balanced before the next meeting. The starting revenue balance should be \$53,044, needing to reduce the expenditures by \$3,026 in order to balance the budget.

5. MANAGER'S REPORT:

DDA Administration – 67 hrs.

- Started the month removing graffiti from the newspaper box at 3rd and East Ave., along with the electrical box by the parking garage on East Ave.

- Attended the Chamber meeting on Nov. 12th where VIF Board members were asked to participate in the GRIT presentation. People seemed to like the revised concept.
- Attended the VIF meeting on Nov. 13th. Western Adventure Weekend budget was \$65,000, but spent less at \$56,000. Lodging increased – 28 rooms were purchased as a result of WAW. Sales Tax increased at 5% but there were increased costs for police presence and security for races. There were 2 days of races with 30 participants. Next year may bring more diversity in what's offered perhaps including the river in the activities. Also an indoor concert at the UTE instead of an outdoor stage on 3rd would help defray costs.
- The Christmas lights went up over several days and then needed to switch out a few strands that weren't working even though they were tested beforehand. This is the last year Sandor will help with the lights as he may be moving back to Hungary.
- Hometown Holiday activities included handing out fliers throughout town. Judged the Window Display contest, with the Chateaux Assisted Living coming in 1st, Cheryl and Co., 2nd and Bay Equity, 3rd. The Alpine Bank Business After Hours at the UTE was well attended. The Friday night, Shop Local event didn't draw as many people as last year. May expand to an all-day Shop Local and find ways to attract people into the stores. The Craft Fair at the Middle School brought in 80 Vendors attracting around 500 people on Sat. along with the live Reindeer and pet photos in front of the middle school. The \$25 fee for the Craft Fair Vendors was offered to two non-profits out of 11 with NUTS and Raising a Reader getting \$750 each. Kids enjoyed ornament making at the Library along with horse drawn carriage rides around town.
- The Tree lighting went well at Centennial Park and the Fireworks went off on time lasting 15 minutes at \$1,000 per minute. There is talk of a laser show on the 4th of July and keeping the fireworks for Hometown Holidays. The Parade of lights drew a few thousand people lined up along Railroad. The Police Chief would like to have metal barriers next year as kids were going into the street to retrieve candy – which the entries were not supposed to throw. Elder Trucking placed 1st with Chateaux Assisted Living getting 2nd.
- The Symphony in the Valley's Nutcracker concert was a full house with people being turned away. However, the Lovell Building was opened up to simulcast the concert with 40 people watching. The Sunday Community Concert was not well attended as the churches pulled out at the last minute but small groups sang. Next year there may be two performances by the Symphony, Sat. and Sunday.
- It felt Hometown Holidays is becoming a destination event. The committee mentioned advertising on the Front Range as well as Western Colorado.
- The Year End Farmers Market meeting will be tonight. I did speak with Skip Doty who opened a Farm to Market Store in Silt at his grand opening. He's decided to continue to be a vendor at the Rifle Market next year as it is well supported through Garfield County's WIC Program and the Colorado DUFBS State Program.
- Other activities are admin related with regard to agendas, meetings, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. GRIT Survey for Strategic Planning

The survey is not ready to present according to Lindquist. Should be available at the next meeting.

B. Other

Winkler asked about lighting the new Rifle entrance sign as you come into the City as was originally talked about. He stated he would speak with Tom Whitmore and see what needs to be done.

Raquel Lopez attended the Board meeting to see what the DDA Board was like and if she would be interested in serving on it. She stated she would submit a letter of interest within the next month.

7. PROJECTS

A. Christmas Lights Transition

After the New Year Rogers will wrap the pole lamps on 3rd with the red and white lights to be up through February.

B. Third Street and Railroad Ave. Design

Lindquist stated staff is asking 3rd Street Business Owners about sidewalk improvements and curb extensions. Likely no construction would happen until 2020. DDA Board members are concerned about the handicapped ramps deterioration. Rogers stated she would write a letter asking the City Manager, Scott Hahn, to look into it. After the meeting, Rogers ran into him, addressing the issue, stating he would look at it as he feels keeping the downtown looking good is important. An additional email from Lindstrom stated, "Following up on the handicap ramps on 3rd Street, Public Works reports that we believe the City has extra bricks to replace the degraded ones, or can procure them. As soon as weather permits they will put fixing those ramps on their work schedule."

8. MAINTENANCE

A. General Downtown Maintenance

Continue to monitor.

B. Snow Removal

Continue to monitor to reflect billing.

9. ADJOURN

The meeting adjourned at 8:12 am.

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager