

DDA

Downtown Development Authority
Rifle, Colorado

MEETING MINUTES Wednesday, January 2, 2019

1. CALL TO ORDER:

DDA Board Chair; Nella Barker, called the meeting to order at 7:03 a.m.

Members Present: Ed Arnold, Randy Winkler, Gil Frontella, Sally Brands, Daniel LeMoine

Members Absent: Jay Rickstrew, Ed Weiss, Theresa Hamilton (Council Rep)

DDA Manager Present: Helen Rogers

Guest Present: Raquel Lopez, Owner, Be Healthy, Stay Fit, Railroad Ave.

2. APPROVAL OF MINUTES:

The minutes from December 5th were presented for review. A motion was made by Arnold seconded by Brands to approve the minutes. The motion passed unanimously.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1860.00. 2) Mtn Waste & Recycling; \$64.37. 3) All Around Property Maintenance (Snow and Sidewalk Removal); \$960. A motion to approve payment of the bills was made by Arnold, seconded by LeMoine, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Report and City Report were presented for review. A motion was made by LeMoine, seconded by Winkler to approve the Financial Reports as presented. The motion passed.

5. MANAGER'S REPORT:

DDA Administration –62 hrs.

- Shared Hometown Holidays outcomes at the last meeting. The committee will start meeting the end of January for next December. The need for more volunteers is apparent when executing these major events.
- There was a high speed chase Sunday Dec. 9th, ending with the SUV knocking over the street light on the NE corner of East Ave. and E. 3rd St. Unfortunately, it will take 12 weeks to replace the light pole. The LED lamp and the wreath seemed OK.
- Attended the VIF meeting on Dec. 11th. A Strategic Planning Session for GRIT is planned for Thursday, March 7th, facilitated by Cheryl Trent. The Signature Events Presentations will be on January 15th. That includes the Rifle Farmers Market, I spent a few hours filling out the application for that, Bookcliffs Arts Concert Series, Rifle

Rendezvous, Hometown Holidays, Rifle Heritage Center Mystery Dinner, 3rd of July Celebration, and Western Adventure Weekend to name a few.

- Listened to Community Builders Webinar, Dec. 19th, on Economic Development ‘Fostering Innovation’ in Delta County. Elyse Ackerman (formerly DOLA) presented along with the ‘Engage’ Director from their Technical College. Delta County seems to be in flux as the population dropped by around 8,000 people when the coal mines shut down, losing 800 jobs since 2013. The median salary went from \$93,000 to \$42,000. They’ve created a 5-6 year plan to diversify currently strong industries by focusing on entrepreneurialship, Ag and Solar Energy Conferences, Recreation and Trail Planning and Gunnison River Activation through riverfront improvements. One of their Urban Renewal plans is to bring a Hotel to the downtown area. They’ve created a Kitchen Incubator where small business can create value added food products such as dehydrated fruit and veggies. Small Family Farms are on the rise in Western Colorado and they are looking at what their assets are and how can they develop them. GarCo agriculture seems to be in the hemp business.
- Attended Northwest Colorado Cultural Heritage Tourism, Dec. 20th in GWS. We will be getting our permanent Heritage Tourism Sign soon – the first in GarCo. One of the CTO programs called Destination Development has created CRAFT (Colorado Rural Academy for Tourism) grants, which VIF may take advantage of with matching money for marketing. What is Rifle’s top asset and event?
- Met with Kim Burner to discuss the Heritage meeting and grant opportunities through CTO. They have created a new 2018 Regional Branding Initiative. Rifle is placed in the Great West Region. Its estimated tourists spend \$438 M per year on tourism related activities in our region. The document defines attributes and recommendations. There’s also a short video on Outlaws which is interesting.
- The RREDC is moving forward with developing a CoWork Space in the Henry Building. Funding is coming from several sources. Align Multi Media is moving into the space as well as other prospects. Hopefully the DDA Board will be able to take a tour of the space in the next few months. Slated to open Feb. 1st.
- Other activities are admin related with regard to agendas, meetings, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Board Seat Vacancy Request, Raquel Mendizabal

After receiving a letter of interest, the DDA board moved to recommend to Council the appointment of Raquel for a four year Board term. A motion was made by Brands, seconded by LeMoine approving unanimously. Rogers will submit her letter along with the DDA’s recommendation to Council for approval.

B. Revised Budget

Barker and Rogers met to revise the Budget after learning around \$5,000 is being taken out of the initial property tax revenue line item. Several budgetary line items were changed to come under budget with \$1484 to spare. Annual revenues are expected to be \$53,540 with expenditures totaling \$52,070. A motion to approved the revised annual budget was made by Brands, seconded by Frontella and the motion passed. Rogers will

submit the revised working budget to the Finance Director for 2019 amendments to the budget.

C. Contract Renewal for Part-Time DDA Manager

LeMoine recommended if any changes are to happen to the Manager's Job Description, it should have been done by committee in June, long before the document needed to be signed. Board members agreed. A motion to approve the contract as written was made by Brands, seconded by Frontella, approving unanimously.

D. Rifle Co-Work Space at the Henry Building

Rogers informed the Board of the progress being made with the building due to open Feb. 1st. The REEDC office will be moving into that space after renovations have been made.

E. Other

Winkler stated the lighting for the new Rifle entrance sign as you come into the City will be lit in the near future.

Barker stated she didn't want to be Chair of the DDA Board any longer and approached Randy Winkler, who stated he would be willing to do it.

Barker is setting up a meeting with the Country Treasurer's office to better understand the URA process and TIF money being taken out of the property tax. The intent is to simplify and anticipate how it affects the DDA Budget.

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 until March.

B. Third Street and Railroad Ave. Design

Nothing new.

8. MAINTENANCE

A. General Downtown Maintenance

Continue to monitor.

B. Snow Removal

Continue to monitor to reflect billing.

9. ADJOURN

The meeting adjourned at 8:10 am.

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager