

# DDA

Downtown Development Authority  
Rifle, Colorado

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## SPECIAL MEETING MINUTES

Monday, July 1, 2019

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

DDA Board Vice-Chair; Ed Weiss, called the meeting to order at 7:03 a.m.

Members Present: Ed Arnold, Raquel Mendizabal, Nella Barker, Daniel LeMoine and Randy Winkler.

Members Absent: Sally Brands, Theresa Hamilton (Council Rep), Jay Rickstrew, and Gil Frontella.

DDA Manager Present: Helen Rogers.

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

The minutes from June 5th were presented for review. A motion was made by LeMoine seconded by Barker to approve the minutes. The motion passed.

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

1) HR Design/Helen Rogers; \$1996.50. 2) Mountain Waste & Recycling; \$67.40  
A motion to approve payment of the bills was made by Ed Arnold, seconded by Barker, approving unanimously.

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

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

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

#### **DDA Administration – 67.5 hrs.**

- Started the month off, June 1<sup>st</sup>, picking up the downtown flowers and distributing them to the 10 designated locations. I had two additional businesses ask to have flowers, The Polish Restaurant and the Thrift Store along Railroad – both in the McLearn Building. I told them I would look into it for next year.
- Attended the VIF/GRIT Meeting on June 11<sup>th</sup>. RAMBO Presented a request for \$5,000 for trail planning development for a new trail north of Rifle Arch along the hogbacks and Hwy 13<sup>th</sup>. They have grant support from GARCO Discretionary Funds of \$5,000 along with support from BLM, Dept. of Parks and Wildlife, Roaring Fork Mtn Bike Association and the City of Rifle. The money will go towards the Cultural Resources Study and Environmental Studies. Other topics discussed were the 2019 Strategic Plan. (Will be discussed later in the Meeting) Garrick Frontella was elected as new chair and Michael Langhorn as Vice-Chair.

- The Farmers Market has taken up a majority of my time with planning and logistics, financial issues, training the new manager, purchasing and building a utility cart to haul cones and event signage for the Market as well as tents and other equipment.
- The first Market went well with around 15 vendors at the first market. We have 4 produce vendors this year. And a local baker returning from past years.
- This Friday, we have Brad Swart and Josh Williams playing along with Noodle Soup from SITV playing traditional jazz favorites for the 2<sup>nd</sup> set.
- I continue to water the parklet flowers every other day with water from my house. I repaired two umbrellas with spare parts from one last year due to wind and not being taken down at night.
- I will continue to get resolution on the broken Irrigation System by the Museum and a valve by the Tortilla Shop. I've asked Walker Electric twice about repairing the broken light on the 3<sup>rd</sup> Street Bridge.
- Maintenance issues include weeding and pruning throughout the downtown district.
- I offered DDA assistance in the large graffiti that said 'BLANK' on the alley wall of the Midland building. The maintenance group, Integrated Mtn Management took care of it.
- Other activities are admin related with regard to agendas, meetings, documentation, emails, and obtaining invoices from vendors.

## **6. NEW BUSINESS:**

### **A. Status of Main Street / GRIT Strategic Planning**

Rogers presented the strategic plan from the planning session as created by Kim Burner, GRIT Manager.

The Work Plan includes;

- 1) Economic Vitality; creating an entrepreneurial environment through business attraction and expansion. Also creating effective business retention programs and business licensing programs.
- 2) Design & Beautification (capital improvements, visitor attractions, historic preservation) by creating a vibrant downtown, focus on key commercial corridors and community entry points, build outdoor recreation opportunities within the greater Rifle and to encourage growth of the tourism industry.
- 3) Marketing and Events; Grow current 'signature events', support community-oriented events like the Farmers Market, Bookcliffs Arts concerts and encourage multiple funding sources beyond GRIT. Ensure marketing and branding guidelines are implemented. Ensure the full utilization of the visitrifle.com website gets used along with other social media and internet travel websites.
- 4) Organization (staff, volunteer and funding resources) Align the GRIT Partners with the 4 Point Main Street Structure.

### **B. Other**

Three Board Members whose terms are expiring the end of June are on tonight's Council's agenda (July 1<sup>st</sup>); Jay Rickstrew, Randy Winkler and Ed Arnold.

Ed Arnold states there are traffic flow problems with the new intersection at Railroad and Centennial Parkway. He will speak with City staff again.

There are 3 seats open on City Council with election in September. DDA Board member, Raquel Mendizabal, is running for a seat.

The need for a combined meeting consisting of City Council and the various appointed Boards was stated to improve communication and better understanding of goals and direction each group as well as City Council is headed.

## **7. PROJECTS**

A. Rifle Farmers Market, June 21st – Sept. 6th  
See above in Managers Report

B. Downtown Flowers, UTE and Parklet  
Rogers continues to water the Parklet flowers.

C. Graffiti  
Rogers asked the Board to let her know if new graffiti pops up so she can address the removal in a timely manner.

## **8. MAINTENANCE**

A. General Downtown Maintenance  
Rogers continues to work with people to weed and prune throughout the downtown.

B. Irrigation System  
Rogers will continue to address the problems within two of the pits where the City needs to fix them. Rogers has called Cassie at the City, twice.

C. Third Street Bridge Lamp Broken  
Rogers called Walker Electric to order a new lamp for the light pole and spoke with Clint at City Hall.

D. Parklet Maintenance  
Finding someone to water the Parklet Flowers needs to be found.

## **9. ADJOURN**

The meeting adjourned at 8:00 am.

Respectfully Submitted,

Helen Rogers  
Part-Time DDA Manager