

DDA

Downtown Development Authority
Rifle, Colorado

Thursday, January 2, 2019

1. CALL TO ORDER:

DDA Board Member; Randy Winkler called the meeting to order at 7:05 a.m.

Members Present: Sally Brands, Ed Arnold, Gil Frontella, Nella Barker, Ed Weiss, Theresa Hamilton (Council Rep) and Jay Rickstrew.

Members Absent: Raquel Mendizabal, Daniel LeMoine.

DDA Manager Present: Helen Rogers.

Guests Present; Nathan Lindquist, Asst. City Manager and Planning Director, and Kevin Atchison.

2. APPROVAL OF MINUTES:

The minutes from December 4th were presented for review. A motion was made by Brands, seconded by Arnold to approve the minutes with corrections. The motion passed.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,996.50 2) Mountain Waste and Recycling; \$71.85 3) All Around Property Mgmt; \$225 - November, \$540 – December. A motion to approve payment of the bills was made by Barker, seconded by Hamilton, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Report was presented for review. Ed Weiss presented the report showing \$10,000 in assets at this time. A motion to approve the financials as presented was made by Brands, seconded by Rickstrew approving unanimously.

5. MANAGER'S REPORT:

DDA Administration - 66 hrs.

- December started off with the Hometown Holidays Event. I was involved with judging the Window Display Contest. The winners in town were Johnson Construction on W. 2nd St., Micro Plastics and Bay Equity in the Henry Building.
- Other duties were helping set up decorations at the UTE, promoting Business Bingo on Friday night, where patrons needed to obtain a stamp from participating businesses, turning their cards into prizes at Johnson Construction and helping with the Parade of Lights, Saturday Night. The outstanding entry was once again Elder Trucking.
- I've needed to repair a few Christmas Lights from people pulling on them and snapping the cords. Generally, people have enjoyed all the lights around town, at the

round-a-bouts and Centennial Park. Some vandalism, according to Tom Whitmore, but not bad.

- Participated in a meet and greet for a potential new Branch Manager at the Rifle Library. She presently lives in Loveland and she and her husband want to move to a smaller town, now that her kids have grown. I talked about working towards more collaboration between the Library, CMC, and the UTE Theater in terms of conferences or educational seminars that could occur.
- Participated in a phone conference with Kim Burner and Nancy Kramer from Steamboat. This concerns a new state promotion the CTO has initiated. They are wanting \$1,400 from Rifle to start with planning. VIF will likely contribute that. More to come on promotions regarding a ‘Colorado River Corridor’ concept which Katie Mackley and others are working on.
- Coordinated our year end Farmers Market Meeting, final budget and grant application for this months’ deadline for 2020. We’re asking for \$4,000 to help pay for the bands again at Heinze Park. We ended up about \$700 in the red from our beginning balance, due to hiring a Market Manager at \$5,000 for the summer. More produce vendors are needed as well as new board members.
- Spoke with Doug Winter, Middle Colorado Rifle Watershed, who is working on a new display at the Rifle Rest Stop, which will reference the downtown in some way.
- Other activities are admin related with regard to agendas, meetings, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Rifle Comprehensive Plan pertaining to Downtown

Lindquist discussed the Comp Plan, which is located on the City’s web site. The intent is to use the document as a tool for development such as Tier I. It would be the desired development areas in the City with infill incentives for builders/developers. Tier II is the next layer out with less encouraged development and Tier III are the more rural areas of the City where less property and sales tax could be obtained.

The Glen Lerner Property and CDOT Property swap is still being worked on and will help with development in that area, located between the Union Pacific Railroad tracks and Centennial Parkway or Highway 6&24.

B. Western Adventure Weekend

Rogers asked the Board what they would like to see for the GRIT Signature Event in the fall as it is felt the event needs to be reworked to make it successful. Ideas discussed were to continue with a Mountain Bike Race (RAMBO), Rock Climbing (Climber’s Coalition), After Race Block Party – with a ‘Pop-Up’ Brew Pub. The kids activities are good. Rogers suggested something along the Colorado River would be fun, such as a float race, or kayak/SUP demonstrations.

C. HR 2020 Contract

As no additions were made regarding job responsibilities or changes to the contract aside from a slightly reduced monthly total due to budget restraints, a motion was made by Barker, seconded by Rickstrew to renew the contract for 2020.

D. DDA Board Membership, One Board Vacancy, two applicants, Kevin Atchison, Jacquelyn Johnson

Brands stated she would like to resign to allow Jacquelyn Johnson to serve on the DDA Board, as their business, Johnson Construction, is located on W. 2nd Street. Brands has served for many years on the DDA Board and feels it's time for new business owners to get involved.

Rickstrew stated it was time for 'new blood' on the Board. Kevin Atchison is also a business owner, actually owns two businesses in the downtown area.

A motion was made by Brands, seconded by Barker to recommend to City Council both Kevin Atchison and Jacquelyn Johnson for Board positions. The motion passed. Rogers will submit a memo to Council for the next available meeting.

E. Other

Lindquist asked the Board's opinion on whether the City should engage DOLA or the BOCC on issues of economic diversification. With revenues declining from the Oil and Gas Industry, Lindquist may ask DOLA or the BOCC to come up with programs for monetary assistance in development of economic diversification.

Rickstrew mentioned taking more advantage of the Rifle Garfield County Airport. During the winter, when the Aspen Airport is weather dependent, many pilots and workers are looking for lodging and tend to stay in Glenwood where there are more restaurants and tourism activities.

7. PROJECTS

A. Holiday Lights and Decorations

Rogers will take down the 3rd Street Lights and put up White/Red Lights for the end of January into February.

8. MAINTENANCE

A. General Downtown Maintenance

Rogers continues to monitor downtown issues such as tree limbs, lighting and trash.

B. Snow Removal

All Around Maintenance has been consistent with snow removal when accumulations are over 2".

C. Third Street Bridge Lamp Lens, Walker Electric

Walker Electric has ordered the missing reflecting part for the light fixture and will add it when it comes in.

9. ADJOURN

The meeting adjourned at 8:08 am.

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager