

DDA

Downtown Development Authority
Rifle, Colorado

Wednesday, February 3, 2021

The meeting was held by a Zoom conference call due to the COVID -19 Pandemic.

1. CALL TO ORDER:

Vice DDA Chair, Kevin Atchison called the meeting to order at 7:05am.

Members Present: Randy Winkler, Ed Arnold, Christine Campbell, Daniel LeMoine, Theresa Hamilton (Council Rep), Raquel Mendizabel, and Jacquelyn Johnson.

Members Absent: Gil Frontella, Jay Rickstrew

DDA Part-Time Manager; Helen Rogers

Guests: Nathan Lindquist

2. APPROVAL OF MINUTES:

The minutes from January 6th were presented for review. A motion was made by Arnold, seconded by Mendizabel to approve the minutes from January. The motion passed.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,350. 2) Mountain Waste & Recycling; \$1,144. (December and January) 3) All Around Property Maintenance, Snow Removal; \$570.4) Bryce Bauer; \$135. A motion to approve payment of the bills was made by Johnson, seconded by Arnold, approving unanimously.

4. FINANCIAL REPORT:

The DDA preliminary 2020 Financial Reports from the City were available for review along with the 2021 working budget spreadsheet. City Staff indicated the final 2020 Report should be available for our next meeting. A motion was made by Hamilton, seconded by Winkler to accept the financials as presented. The motion passed.

5. MANAGER'S REPORT:

DDA Administration – 45 hrs.

- The online VIF/GRIT meeting occurred Tuesday, January 12th. Grant requests included the Bookcliff's Art Center for \$5,000 for Sunday outdoor performances, stage renovation and production. The Rifle Farmer's Market requested \$4,000 for the bands which hopefully can perform in the gazebo at Heinze Park on Friday nights and the Farm to Table Fundraising Dinner. Also applying was GRIT for \$26,000 for Western Adventure Weekend/ Fall Festival or hold for a possible celebration of the Downtown Renovation completion dependent upon COVID restrictions. The Chamber did not spend the \$16,000 granted from 2020 because of COVID and will roll that over into 2021.

- Several members of the GRIT Board held an on-line meeting with the Colorado Main Street Staff. They seemed pleased about Rifle's direction with the Downtown Renovation, the Farmer's Market ability to create an online Marketplace and streaming live music from the UTE. They were also impressed with the small business grants coordinated with Rifle CoWork through the CARES Act. As well as movement on the Historic Bridge Assessment. The staff would like to see Rifle move to a 'Designated' Main Street status where we could apply for larger grants and gain more recognition. The hold-up has been creation of a Business and Building Inventory and a CLG (Certified Local Government) where another volunteer Board would need to be developed. Wondering if the DDA could act as that Board as it mainly deals with preservation. Planning and Zoning has acted as the Historic Designation Body.
- On January 14th participated in a webinar with Wayne Pleasants regarding the Save Our Stages Grant process. Dependent on the current legislation to move forward.
- Met with Alan Lambert and invited Kathy Runia from Rifle Heritage Center to help research what buildings and stories we'd like to tell about downtown Rifle. This will be on-going for a while. Met with Jody Winkler to discuss layout of what the signs could look like. Concentrating on Stauffers Pharmacy (Midland Arts) for the first one.
- Maintenance issues addressed consisted mainly of taking down the Christmas Lights on the trees and rehangng the red/white lights on the light poles.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Rifle River Park Concepts - Nathan Lindquist

After meeting in November, 2020, Community Builders created a first draft of what the area could contain for future planning. Comments included possible purchase of Paradise Island, creating a secondary Boat Ramp further downstream, and taking a look at Eagle County and the success they've had. With the creation of a whitewater park and 'wave' where people can surf the river, the location seems feasible according to experts in the field. The ability to cross the river to gain pedestrian access to downtown from the island was well received.

B. Signage Reimbursement, Bistro

Raquel Mendizabel submitted a signage reimbursement request for a refurbished sign for the storefront of the Be Healthy, Stay Fit Bistro. There was some discussion as to the amount of signage and perhaps some of it could come down now that a newer, larger sign was placed. Mendizabel indicated she could remove the 'open' banner and perhaps the 2nd smaller flag sign. A motion was made by Arnold, seconded by Winkler to reimburse Be Healthy, Stay Fit Bistro \$500 which is the maximum amount allowed. The formula is 2/3rds the cost of \$965.75 which is \$637.

C. Board Vacancies

Rogers stated the ad for two Board Seats was placed in the PI and CT this week and last in the Legal Section of both papers. It was noted that new Board Members are usually approached in person with more success than advertising. Atchison indicated he

would like to see more participation from people outside the District, however, there is an ordinance in place stating the criteria of in-district business or property ownership, or live within the district. The 11 Board Seats are restricted by State Statutes. Rogers thanked Daniel LeMoine for serving on the Board for the past four years and encouraged him to remain involved with the Rifle River Park Project.

7. PROJECTS

A. Historic Signage

As indicated in the Manager's Report, Rogers met with Alan Lambert and discussed layout and ideas around the signage. An example was presented to the DDA as created by Jody Winkler with Micro Plastics of the Stauffer's Pharmacy Building. Rogers will continue to solicit help from Rifle Heritage Center to obtain photos and historic content.

B. Additional Downtown Murals

Rogers will identify locations and work with Micro Plastics to come up with a strategy to create more murals, possibly with digital imaging. Rogers will contact local photographers to obtain images.

C. River Visioning Committee

Nathan will present the Rifle River Concept Map in a public forum, hopefully outside in the near future.

D. V-Day Lighting

The red/white lights will stay up until the end of February in honor of Valentine's Day and hopefully help retail businesses.

8. MAINTENANCE

A. Snow Removal

Contract in place with All Around Property Maintenance for \$50 per lot. The DDA maintains 3 lots. A retainer fee of \$450 /month will be charged if there is no snow.

9. ADJOURN

A motion to adjourn the meeting was made by Winkler, seconded by Johnson at 8:03 am.

Respectfully Submitted,
Helen Rogers
Part-Time DDA Manager