

DDA

Downtown Development Authority
Rifle, Colorado

Wednesday, June 2, 2021
Rifle City Hall

1. CALL TO ORDER:

Jay Rickstrew called the meeting to order at 7:07am.

Members Present: Ed Arnold, Gil Frontella, Cheryll Anderson and Jacquelyn Johnson (by phone).

Members Absent: Theresa Hamilton (Council Rep), Christine Dyer, Raquel Mendizabel, and Adam Whitt.

DDA Part-Time Manager; Helen Rogers

Guests: Craig Spaulding and Kim Burner

2. APPROVAL OF MINUTES:

The minutes from May 5th were available for review. A motion was made by Arnold, seconded by Frontella, approving unanimously.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,575. 2) Mountain Waste & Recycling, 2 yd alley Bin; \$76.96 and \$793.76. 3) Bryce Bauer, Weeding and Pruning; \$270. 4) Downtown Colorado Inc. membership; \$350. A motion to approve payment of the bills was made by Arnold, seconded by Frontella, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Reports from the City were available for review along with the 2021 working budget spreadsheet. A motion was made by Arnold, seconded by Frontella to accept the financials as presented. The motion passed.

5. MANAGER'S REPORT:

DDA Administration – 52.5 hrs

- Planning for the Rifle Farmers Market continues. Met with Tom Whitmore and David with the Parks Dept. to strategize temporary fencing for Heinze Park while beer and wine is being served. Ending up with 'Outfield' fencing that's easily removable. We received a \$1,400 grant from Rifle Community Foundation to help pay for supplies for Sprouts Corner along with funding for the Farm to Table Tent Rental in September.
- Spoke with several businesses regarding financial help during the construction. The average loss per month was around \$2,000. Wrote a memo to Theresa discussing that and the amount was the basis for the Relief Grant Opportunity.
- A letter of support was submitted to CDOT along with the City's Grant Application for the construction of a Round-a-Bout at Whiteriver and Hwy 6

&24. The Safer Main Street Grant is for \$2 M, the city will find out if they received it in July. Construction not to start until 2023.

- Attending the City's Communications Meeting on Monday afternoons. Updating the Facebook Page with events and the City's info web site seems to be the emphasis. Scot continues to interview business owners along with City announcements. The Meet, Greet, and Smile Campaign is still going on. Purchases from downtown businesses of \$800 worth of gift cards were given out to the public to encourage them to shop and dine locally.
- Drove over to New Castle Gardens to check on the Flower Pots. There are 10 sets of flower pots which are ready to go. Will hopefully distribute most of them by this weekend. Waiting on sidewalk construction to finish on the east side of Railroad between 2nd and 3rd and along E. 3rd.
- Retrieved the DDA banner poles for the parents hanging up the Graduating Senior banners along Railroad Ave. This is the 2nd year they've done this.
- The GRIT Mtg, was held on May 12th with Gina Reese-Long discussing the Discovery Café which is now up at the CMC Rifle Campus. The idea behind this is to provide support and resources to those in recovery who need jobs, food, housing and transportation to succeed. It's in the realm of social services. New elections were held with Garrick Frontella re-elected to Chair, Vice Chair is Evin Sartin and Christine Llacuna as Secretary. Tanya Doose resigned as Executive Director of the Chamber.
- A Grand Opening of the Hogback Mountain Bike Trails up by Rifle Arch is this Saturday, 9am. Also, the Rifle Heritage Center Museum is having an Appreciation Celebration this Friday Night from 5-7:30. The New Ute Theatre Society will continue to have Thursday Night Music on the Patio through June as it's been very popular and a money maker for the UTE in liquor sales.
- Hoping to meet with Buddy Rogers either today or tomorrow to turn on what sprinklers we can.
- Maintenance Issues continue throughout the summer with weeding and pruning shrubs and trees throughout the downtown.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Downtown Renovation

Craig Spaulding, Rifle City Engineer, reports the water line along east and west 3rd Streets should be complete and ready for concrete around June 20th. The west side of Railroad between 2nd and 3rd Streets will be paved soon. XCEL Energy was shut down due to a Cyber Attack on their system, but have recently continued to work in the alleys to finish up their gas line work. Rickstrew stated the Construction workers continue to park in front of stores when the roads are closed, making it even harder for customers to shop.

Spaulding indicated they would be opening up Railroad Ave. to 3rd St. and likely have a 'T' opening for traffic flow when Railroad Ave. from 3rd to 4th Streets will be closed. Striping may occur next week on 3rd St.

Board Member Cheryll Anderson indicated communication has not been great and needs to know when the crews will be taking out the sidewalk in front of the McLearn Building as she has 17 entities affected. A new awning will be built along Railroad she needs to know when that can happen. And a possible Drug Store may go in along Railroad Ave. as well.

B. City of Rifle Downtown Subsidy Grants

Kim Burner put together the following outline of the grant opportunity offered by the City of Rifle for those affected by the downtown construction.

2021 Downtown Redevelopment Business Relief Fund

The City of Rifle, in partnership with Rifle Regional Economic Development Corp, and Downtown Development Authority, will create a Downtown Redevelopment Relief Fund which will be administered through the RREDC. Retail, restaurant, salon, tattoo, and massage businesses on Railroad from 2nd Street to 5th Street and on 3rd Street between West and East Avenues are eligible to apply.

The 2021 Downtown Redevelopment project has created significant challenges for the small business community in Downtown Rifle, especially following over a year of mandated restrictions and closings caused by COVID-19 pandemic. This fund is designed to help businesses bridge the gap in operating expenses while the redevelopment project is impacting operations.

- Applicant has been negatively impact by the Downtown Redevelopment construction project. Limited sales, closures, etc.
- Applicant must have been open as of March 1, 2021 with a physical, store-front address within the confines of the project. The project confines are Railroad Ave. between 2nd Street and 5th Street and 3rd Street between West and East Avenues.
- Applicant applying for the funding must be a small business with less than 50 employees and have local ownership.
- Applicant must be in good standing with the City of Rifle and/or Colorado Secretary of State
- Applicant must provide a line-item budget of the operating expenses for which the grant will be used.
- Grantees are encouraged to work with the RREDC and the Northwest SBDC on their business plan and model in order to have a higher likelihood of success. These services are free of charge.

Maximum grant size:

Maximum loan amount will be \$2,000 per business based on documented need/approved use of funds. At time of application the applicant must upload documentation of operating expenses from March, April and May 2021 to support the grant amount being requested.

Timeline of Program:

The program will begin within 5 business days of City Council approval and funds allocation. The application period will be open for 2 weeks. Applications will be processed upon receipt. For example: if Council approves program and allocates funds at the June 2, 2021 meeting the application will go live no later than June 9, 2021 and close June 23, 2021.

Process:

City of Rifle will create application on Rifleco.com; applications will go to Kim Burner and Tyler Kelly, RREDC Executive Director, simultaneously upon submittal. Kim Burner will work with City of Rifle Finance Department to verify good standing with City of Rifle (sales tax paid to date). Once verified, Tyler Kelly will notify the applicant of approval and a check will be cut for the approved amount, up to \$2,000/business.

Getting the word out:

Kim Burner will create an informational/instruction flyer (English and Spanish version) that will be distributed in person to all qualifying businesses. Kim Burner and Helen Rogers, Executive Director of Downtown Development Authority, will be responsible the distribution of flyers prior to application going live.

Estimated Program Cost:

**Type of Business # Eligible
Businesses \$2k Maximum**

Retail 17 \$ 34,000.00

Restaurants/food 8 \$ 16,000.00

Personal Care 7 \$ 14,000.00

Subtotal \$ 64,000.00

Contingency \$ 6,000.00

EDC Administration Fee \$ 5,000.00

Program Total \$ 75,000.00

**Any unused funds will be returned to the City (with exception of EDC administrative fee)*

C. Strategic Planning Date

Rogers will send out a request for available dates to Board Members for a Strategic Planning Session. It was suggested that it be the first week of the month to coincide with the DDA Meetings.

D. Resurfacing Museum Lot and 4th St. Lot

Rogers obtained two bids for Seal Coating, Hot taring cracks and striping the two lots. TNT Striping LLC in Rifle came in at \$4,030.80. Lion Construction and Paving from Silt came in at \$5,930. Budgeted this year was \$4,500. As TNT was under budget, they were selected. Work will be coordinated to be done late summer or into the fall.

7. PROJECTS

A. Rifle Farmers Market

The Market will start June 18th at the Heinze Park location. See above in Manager's comments.

B. Walking Tour / Historic Signage

Rogers continues to work with Micro Plastics to develop signage and cost estimates and presented 3 types of examples of Historic Photos. Rogers will continue to solicit help from Rifle Heritage Center to obtain photos and historic content. Also suggested was involving the GRIT/VIF Board for ideas and funding as it fits with Visitor Improvements.

C. Flower Pot Distribution

Rogers will likely only be able to distribute 5 or 6 flower groups to downtown businesses due to construction at this point.

8. MAINTENANCE

A. Mulching, Weeding and Pruning

On going

B. Resurfacing Museum Lot and E.4th St. Lot

See above.

9. ADJOURN, 7:50 am

Respectfully Submitted,

Helen Rogers

Part-Time DDA Manager