

DDA

Downtown Development Authority
Rifle, Colorado

Wednesday, December 1, 2021
Rifle City Hall

1. CALL TO ORDER:

Jay Rickstrew called the meeting to order at 7:05 am.

Members Present: Adam Whitt, Erick Perez, and Jacquelyn Johnson

Members Absent: Raquel Mendizabel, and Theresa Hamilton (Council Rep), and Ed Arnold

DDA Part-Time Manager; Helen Rogers

2. APPROVAL OF MINUTES:

The minutes from November 3rd were available for review. A motion was made by Johnson, seconded by Whitt, approving unanimously.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,455. 2) Bryce Bauer, Tree Lights; \$117. 3) A motion to approve payment of the bills was made by Johnson, seconded by Perez, approving unanimously.

4. FINANCIAL REPORT:

The DDA Financial Reports from the City were available for review as well as the working budget spreadsheet. Rickstrew pointed out the need to use some of the fund balance in 2023. Rogers mentioned the need for Signage and Bike Racks. A motion to approve the financial reports as presented was made by Johnson, seconded by Perez, approving unanimously.

5. MANAGER'S REPORT:

DDA Administration – 48.5 hrs.

- The GRIT Meeting was held November 9th. Members of RAMBO came expressed appreciation for the grants given toward the Hogback Trail this year and next. The Shade Structure was recently put up by the trail head. VIF granted them \$10,000 toward the project. Needed Bike Racks and Wayfinding in the downtown were discussed, CDOT is offering Revitalizing Main Street Grants in 2023, \$3.4 M and in 2023 at \$5M.
- XCEL gave us permission to hang the Christmas wreaths on 4th street and not just garland. Been working with O&M to get them up and sounds as if this Friday is the day. According to Colton, they have been trying to finish asphalt projects. According to Jeff the banner lights will be lit up Wednesday as the electrician has scheduled a bucket truck for the job. The tree lights are slowly getting plugs this week.

- Hometown Holiday events are all planned, similar to past years, with at least 31 Craft Fair participants at the Fairgrounds, Parade of Lights, Fireworks, horse drawn carriages, movies and hot chocolate at Brenden Theaters. See flyer. In addition to the Business Windows Display contest, GRIT is creating a photo scavenger hunt throughout the downtown. When people complete the location of all 15 photos, they spin the wheel and win a prize. We've spent around \$2,500 on prizes from downtown businesses. Everyone wins!
- On vacation in Oregon for a week, and in Denver over Thanksgiving so DDA activities were less.
- Need to speak with Wayne Pleasants at the UTE as they have filled up the DDA Container on the O&M site with 36"x36" mobile stage boxes.
- 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 Update / Landscape

Work continues on Electrical Service, Concrete Curbs on Railroad Ave by Alpine Bank, Rock Work on 3rd and Landscaping. Still unknown as to when it will be finished.

B. Landscape / Maintenance Contract for 2022

Rickstrew indicated he spoke with City staff about maintenance of the new planters as well as all of the downtown including the area around Brenden Theater. The City will put out an RFP in the near future for 2022. This would be coordinated through the DDA with Rogers supervision. A concern about the trees needing water over the winter was mentioned. Rickstrew will as City Staff about it.

C. Whitt & Co Clothing Paint Reimbursement

Adam Whitt submitted receipts and square footage for the painting of the Flintlock Building on 3rd and Railroad. Total Linear Ft. came to 204 ft. The Reimbursement for Storefront Improvements is \$200 per 25 Linear Ft. which would total \$1632. Whitt recused himself from voting. A motion was made by Johnson, seconded by Perez to approve payment. The motion passed.

D. Midland Arts Remington Mural

Lindsey Johnson contacted Rogers to see if the DDA would restore the Rider and Horse Mural on the side of their store as the paint is peeling off. It was suggested getting bids would be helpful. Also, there might be funding available through VIF (Visitor Improvement Fund).

E. Downtown Dog Park

Johnson suggested a Downtown Dog Park would be helpful for the many dogs people have purchased during the pandemic. There are few places in the downtown where dogs can safely play. It was suggested the area where the construction staging is occurring by the Brenden Theater might be good (West Ave. and Centennial (6&24). Also, on W. 3rd St across from Lily's Pizza. Rogers will speak with the Parks Dept. and get their view on this.

F. Downtown Food Trucks

Johnson is asking why there can't be more food trucks in the downtown, stating it would help with foot traffic. There is a City Ordinance regarding this and Rogers will look into it.

G. Trash Pick-Up

Increased trash continues to be an issue. Perez stated most of the excess trash seems to be coming from the construction workers. Future monitoring needs to take place in case more trash receptacles need to be purchased. Rickstrew will speak with the owner of Mountain Waste and see if any reduction in cost can be arranged.

H. Other

Rickstrew mentioned the tree well in front of their building needs to be cut back to accommodate the growth of the tree. Rogers will look into it.

7. PROJECTS

A. Hometown Holiday Event

Rogers has been working with Kim Burner and Kari Slappey to create an activity on 3rd St. to help bring people into the downtown during the festivities. A Scavenger Hunt called 'Treasures of the Frontier' was created. It will be a photo identification hunt of various architectural elements and parts of signage. The completed sheet is brought to the booth set up in front of Café Kape. A Wheel of prizes along with a 'treasure chest' of chocolate coins and prizes is awarded to the participants. GRIT granted \$2,500 for the booth to help with costs for the downtown merchants as larger prizes will be awarded such as gift certificates and movie tickets.

Other activities include Thursday's Business after Hours (Alpine Bank) at the UTE Theater, Carriage Rides and Craft Giveaway at the Library, Craft Fair and Wreath Making at the Fairgrounds, Santa's Village on 2nd St., Bonfire, Movie at Brenden Theater, Fireworks and Parade of Lights. Also, Symphony in the Valley will have concerts Saturday night and Sunday afternoon.

B. Holiday Lights

Rogers continues to work on the lights as they become connected to the system. Also, hang the Elk Banners along 3rd St.

C. Downtown Historic and Location Signage

Initially started in the spring, with all the construction on the sidewalks, the project has been delayed. Also, Wayfinding signage needs to be addressed.

8. MAINTENANCE:

A. Debris and Trash Issues

Construction debris continues.

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

The Museum Lot needs to be redone completely. Rogers will look into it and obtain cost estimates. A new design could be explored as well.

C. Watering Trees

As the new irrigation on 3rd St. never got turned on, watering the new trees over the winter should occur.

9. ADJOURN, 8:05 am

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager