

DDA

Downtown Development Authority
Rifle, Colorado

Friday, September 7th, 2022
Rifle City Hall

1. CALL TO ORDER: Chair, Larry Stewart, called the meeting to order at 7:03 am. Members Present; Alicia Gresley (Council Rep), Erick Perez, Amy Tonozzi, Adam Whitt, Ed Arnold, and Raquel Mendizabel.
Members Absent: Jacquelyn Johnson
DDA Part-Time Manager Present; Helen Rogers
Guest Present; Kim Burner, GRIT Manager

2. APPROVAL OF MINUTES:

The minutes from September 7th were presented for review. A motion to approve was made by Perez, seconded by Gresley and approved by all.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,916.40. 2) Mtn Waste & Recycling: \$86.80. (2-yd bin) and 2 months trash pick-up; \$1250.08. 3) All Around Property Maintenance; \$1708.57. From the URA Fund. 4) B&B Plumbing; \$2,188.43 (4th and West Ave.). 5) Bryce Bauer, Welcome Hunter Banners; \$30 6) Helen Rogers, reimbursement for 2nd Faux Rock; \$177.16. 7) Petty Cash; \$143.56 for caution tape, locks for landscape electrical lighting, trash bags, Holland Bulbs (200), and GarCo Landfill for old Midland Arts Mural. A motion to approve the bills was made by Arnold, seconded by Perez with the motion passing.

4. FINANCIAL REPORT:

The City's Financial Report was available for review. A motion to approve the report as presented was made by Arnold, seconded by Mendizabel with the motion passing.

5. MANAGER'S REPORT:

DDA Administration – 67.5 hrs.

- The Greater Rifle Improvement Team (GRIT), was held Sept. 13th. Align Multimedia presented an update on what they're doing. They continue to monitor analytics. In 2020 there was a \$50,000 campaign from GRIT on the Visit Rifle page receiving over 2 million hits for the life of the campaign. Daily totals were from 900 to 8,000. Nick, a nationally renowned sport climber, who is now working out of the Rifle CoWork office and works with USA Climbing, (Salt Lake City based) states Rifle is now rated 1st in the state for sport climbing – above Eldorado Canyon by Boulder. He sees a tremendous opportunity to grow and possibly bring a national event to the area. Also suggested youth programs

and clubs are a valuable asset to the sport. Kim Burner reports preliminary planning is occurring for a major climbing event which could occur the end of September in 2023. The UTE Theater may host some of the event.

- The Farmers Market's 6th annual Farm to Table Fundraising event at Bookcliffs Arts Center on Sept. 10th was sold out. We made about \$4500 on the evening with ticket sales and silent auction, but came out about even on the 12 week vendor side with expenses and reimbursables from Nourish Colorado. (Double Up Food Buck Program) Need more produce vendors in 2023 to support DUFEB Program and WIC.
- Met with the Colorado Main Street Staff (DOLA) last week along with a few members of GRIT and Kim Burner. Gayle Langley, State Coordinator, and Larry Lucas, Architect, presented opportunities for funding and support. OEDIT is offering up to \$100,000 grant for New Events and Entertainment Programs in '23. Larry talked about Heritage Energy Projects for buildings with 35% Tax Incentives. GRIT may be changing its boundaries (originally DDA's) to include the Rifle Island Project and the south side of the river in order to gain financial and consulting assistance from DOLA / Main Street.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. W. 2nd Street

Rogers obtained a site plan from Jeff (Construction Coordinator) for W. 2nd St. He reports it's going well and should be completed by the end of the month. He also stated Frontier Paving and RodCo have been easy to work with. Landscape irrigation installation starts this week.

7. PROJECTS

A. Bike Rack Option, ER Welding, Meeker

Rogers continues to coordinate estimates for the bike racks. Will continue to work with Micro Plastics to obtain the 'R' file to send to welder to get estimates.

B. Fall Bulb Planting

Rogers ordered 200 tulip bulbs from Holland Bulbs.

C. Welcome Hunter Banners

Bryce Bauer helped hang the banners on Monday night.

D. Wayfinding Signage

Rogers will continue to work with the Planning Dept. on this project.

E. Downtown Historic Signage

Rogers will continue to work on this with the Rifle Heritage Group over the winter.

F. Hometown Holidays

Planning meetings have started for this signature community event. VIF has committed funding of \$30,000 for fireworks and other expenses. Events will be similar as the past few years with a craft fair, parade of lights, ornament making at the library, reindeer, storefront display, horse drawn carriages and Symphony in the Valley. The Chamber continues to look for a new Executive Director.

H. Other

Amy Tonozzi shared the Hispanic Heritage Celebration on Sept 18th brought more than 500 people to the Library and they would like to expand it next year. The library is participating in the Halloween Parade and the Rifle PD will be holding their 'Trunk or Treat' event in the Civic Center Parking Lot.

Several buildings in the downtown are for sale or are selling. The McLearn Building sold for \$900,000, the Regan building was bought for \$400,000, LaQuinta Inn is on the market for \$11,400,000, and Jalisco's along with Rifle Bar is for sale at \$1,200,000.

Apparently Monique Speakman asked the City to put up caution tape at the curb extension at the SW Corner of West Ave. and E. 3rd St. due to it being a tripping hazard.

8. MAINTENANCE:

A. Irrigation /Winterization

Rogers will ask when the winterization will take place.

B. Mulching/Pruning/Spraying/Weeding

All Around Property Maintenance continues to be responsive when asked to look into several issues.

C. Trees, East Ave, 4th St.

Rogers will speak with All Around Property Maintenance regarding the trees on East Ave. They may be able to be pruned down to save the trees as several of the Ash Trees are suffering from the ash bark (borer) beetle on East Ave. especially.

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager