

DDA

Downtown Development Authority
Rifle, Colorado

Friday, December 7, 2022
Rifle City Hall

1. CALL TO ORDER: Chair, Larry Stewart, called the meeting to order at 7:09 am. Members Present; Erick Perez, Adam Whitt. Ed Arnold, and Alicia Gresley (Council Rep).

Members Absent: Jacquelyn Johnson, Raquel Mendizabel, and Amy Tonozzi.

DDA Part-Time Manager Present; Helen Rogers

Guest Present; Kim Burner, GRIT Manager

2. APPROVAL OF MINUTES:

The minutes from November 2nd were presented for review. A motion to approve the minutes was made by Whitt, seconded by Perez and approved by all.

3. BILLS TO BE APPROVED:

1) HR Design/Helen Rogers; \$1,620. 2) All Around Property Maintenance; \$955 from URA Fund 3) Bryce Bauer \$20 flower pots, \$120 Tree Lighting. 4) Mountain Waste and Recycling; \$1318.72 (Trash Receptacles), \$173.60 (2 yd bin) 5) Walker Electric; 99.80 (overhead street light repairs) 6) Petty Cash; Walmart \$16.20, \$8.93 (extension cords), Nicholas Hatcher, \$80 (Bulb Planting). A motion to approve the bills was made by Whitt, 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 Whitt with the motion passing.

5. MANAGER'S REPORT:

DDA Administration – 54 hrs.

- The Greater Rifle Improvement Team (GRIT), was held Nov. 8th. Rifle Rendezvous and GRIT are in the beginning stages of holding a BBQ Competition during Rifle Rendezvous. Likely it would be held at the Fair Grounds in the indoor arena. The event is held mid-May. Kim is recommending we eliminate dedicated seats on the Board from the Chamber, EDC and DDA and create more Board seats.
- Continuing to work with the welder regarding the bike rack concept. He is revising the swoosh under the 'R'. I'll continue to work with him after he returns from vacation.
- Interviewed by Nourish Colorado's Rep (Food Stamps) who is trying to track how our Market is managed and run. With the RREDC being our fiscal agent as we don't want to become a 501-c-3, it is different than most markets. Some have

Market Managers who work for their City and paid \$40,000 per year. Some have Boards as we do, and everyone shares in the work. They're all different.

- Hometown Holidays was held this past weekend, Dec. 1st – starting with Alpine Bank's Christmas Party at the UTE, and ending with the Symphony in the Valley's 'Return of the Nutcracker' on Sunday, Dec. 4th. Both of the Symphony shows were sold out as was Marty Stewart, Friday night.
- Finished planting the 200 tulip bulbs on W. 3rd.
- Do we want to continue to provide the flower pots along Railroad next year? (No)
- Attended a strategic planning gathering at Bookcliff's Arts Center. The current Board seems overwhelmed and would like to have more help. Many suggestions were voiced including artist in residence (who would live on the grounds, hold classes and exhibit and demonstrate their work) Grant writers, grounds keeping, new garden managers were discussed.
- With the help of Bryce Bauer, took several days to hang the tree lights along 3rd St. The O&M Dept. hung the banners, wreaths and garland as well as the overhead snowflakes. Walker Electric would like to rewire the lights for next year. O&M will take them to their shop.
- Met with Tommy Klein last week regarding the Museum Parking Lot looking for possible handicapped van parking along the alley. The slope of the alley may prohibit location there.
- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

6. NEW BUSINESS:

A. Hometown Holidays Review

Feedback from Hometown Holidays included having more activities for the 20 somethings to do, better timing of the tree lighting, fireworks and parade, and more activities at Centennial Park. Having a patrol car at the beginning of the parade is essential as a drunk driver began driving down Railroad as the parade started. He was quickly stopped.

B. Bike Rack Option, ER Welding, Meeker

Rogers continues to coordinate estimates and final drawings for the bike racks with John at Elements Refined in Meeker.

C. Lighting Options, new landscape areas, Adam Whitt

A new WIFI module is being purchased to be able to change the lighting remotely. Options include 30,000 different lighting options. Adam will purchase and install. He will be reimbursed.

D. Other

Visit Rifle.com is now active. Businesses are looking for more promotional opportunities such as directories. Digital marketing seems to be at the forefront.

There will be a New Year's Eve Party at the Fair Grounds with 'The Million Dollar Band'.

Trash continues to be a problem in the downtown. The city is trying to determine where most of it is coming from.

Business are responsible for snow removal and cleaning up the sidewalks in front of their stores.

GRIT purchased 2 round picnic table for the pedestrian space in front of the old Miller's Dry Goods store. Should be installed before the end of the year.

7. PROJECTS

A. Wayfinding Signage - 2023

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

B. Downtown Historic Signage - 2023

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

8. MAINTENANCE:

A. Trees, East Ave

An estimate of \$2,000 was submitted by All Around Property Maintenance to top the 3 trees along East Ave. due to dying limbs. The Board feels purchasing new trees may be a better solution. Rogers will look into this with the City.

B. Snow Removal

All Around Property Maintenance will continue to remove snow from the 3 parking lots and adjoining sidewalks.

Respectfully Submitted,

Helen Rogers
Part-Time DDA Manager