

# DDA

Downtown Development Authority  
Rifle, Colorado

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Friday, January 4, 2023  
Rifle City Hall

**1. CALL TO ORDER:** Chair, Larry Stewart, called the meeting to order at 7:04 am. Members Present; Adam Whitt., Alicia Gresley (Council Rep). Jacquelyn Johnson, and Raquel Mendizabel  
Members Absent; Amy Tonozzi, Erick Perez, and Ed Arnold  
DDA Part-Time Manager Present; Helen Rogers  
Guest Present; Kim Burner, GRIT Manager

**2. APPROVAL OF MINUTES:**

The minutes from December 7th were presented for review. A motion to approve the minutes was made by Whitt, seconded by Johnson, and approved by all.

**3. BILLS TO BE APPROVED:**

1) HR Design/Helen Rogers; \$1,455. 2) All Around Property Maintenance; \$1,975 from URA Fund 3) Mountain Waste and Recycling; \$693.68 (Trash Receptacles). A motion to approve the bills was made by Johnson, seconded by Mendizabel, 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 Johnson, seconded by Mendizabel, with the motion passing.

**5. MANAGER'S REPORT:**

DDA Administration – 48.5 hrs.

- Hometown Holidays was held over the first weekend of December. This was already discussed at the last meeting.
- The Greater Rifle Improvement Team (GRIT), was held December 13th. The BBQ Competition during Rifle Rendezvous in May is moving forward. Likely it would be held at the Fair Grounds in the indoor arena. Align Multimedia presented an enhanced VisitRifle web site. The \$20,000 marketing cost is paid for by the 2.5% Lodging Tax going into the Visitor Improvement Fund. Kim will present it later in the meeting.
- Finally reached a final design for the bike racks. I have pricing to present later in the meeting as well as possible locations.
- Completed the VIF Grant for the Farmers Market and this past years Evaluation Form. We're asking for \$4,000 again this year to help support the local bands. We

have around \$8,000 in the bank with \$4,200 of that raised at the Farm to Table Event.

- Other activities are admin related with regard to agendas, manager's report, documentation, emails, and obtaining invoices from vendors.

## **6. NEW BUSINESS:**

### **A. Glen Larner Property, Site Plan Development**

With a recent \$1M Federal Grant awarded to Grand Junction and Rifle, development plans are underway to implement a plan to swap land with CDOT for a Park'n Ride along the Railroad side of the property. Possible 6-story mixed use structures could be built on two sites with parking to the south. Residential, offices, and commercial use is being discussed with the developer.

### **B. Stop Lights, Whiteriver Ave. and Hwy 6**

The stop light design is the preferred version to improve the intersection at a cost of \$2M. Final design is underway.

### **C. VIF/GRIT Marketing Tools, Align Multimedia**

Align Multimedia recently presented new strategies and improvements to the VistRifle.com web site. New categories, interactive mapping, video content, quarterly calendar of events along the Colorado River Corridor, and YouTube videos are a few of the improvements. The VIF Budget for this marketing is only \$20,000. Any increase to the 2.5 Lodging Tax would need to be addressed in a municipal election.

### **D. Extended Holiday Lighting**

It was decided not to continue with rehangng red/white tree lights through Valentine's Day, but to use the new WIFI module to change the lighting remotely. Many colors are available and options include 30,000 different lighting options. Adam Whitt is learning to program the system and install. He will be reimbursed.

### **E. Other**

Rogers had sent a new 2023 contract to Larry Stewart to review. The Independent Contract Agreement is the same as 2022. A motion to approve retaining Rogers for another year was made by Whitt, seconded by Mendizabel. Rogers will make copies and give to Finance for their records.

Midland Arts approached Rogers about reimbursement for a new painted sign. Since a new mural was just paid for and added to the same wall, the Board did not feel reimbursement was warranted at this time.

Several changes to building ownership and businesses are happening in the downtown. Tapatilla Restaurant on E. 3<sup>rd</sup> St. will open next week, BrewZone on W. 3<sup>rd</sup> St. will have a grand opening this week, and the '168' Restaurant may be expanding in the McLearn Building. A new ice cream shop is opening on E. 3<sup>rd</sup> as well.

**7. PROJECTS**

**A. Bike Rack Design and Locations**

Rogers presented a final drawing of the 4' vertical, single plane 'R' bike racks. The cost for 10 bike racks is \$5219.13 (521.91 ea). The cost for 15 bike racks is \$7121.88 (\$474.80 ea). The Rifle Parks and Rec Dept. is interested in purchasing 5 of them. The idea of a shared purchase of the bike racks will be presented at the next VIF/GRIT meeting for possible help with funding for 15 of them.

**B. Wayfinding Signage - 2023**

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

**C. Downtown Historic Signage - 2023**

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

**8. MAINTENANCE:**

**A. Snow Removal**

Rogers is looking into the April to April agreement made with All Around Property Maintenance as they may be over budget. For now, they will continue to remove snow from the 3 parking lots and adjoining sidewalks.

Respectfully Submitted,

Helen Rogers  
Part-Time DDA Manager