

DDA

Downtown Development Authority

MINUTES
May 4, 2011
Rifle City Hall

1. CALL TO ORDER: Vice-Chair, Michael Langhorne, called the meeting to order at 7:02 a.m.

Members Present: Gil Frontella, Randy Winkler, Jay Rickstrew, Tom Stuver, Diane Razez, and Nella Barker

Members Absent: Sally Brands

DDA Manager Present: Helen Rogers

Guests Present: Rifle Mayor; Keith Lambert, City Planner; Nathan Lindquist, RACC Director; Annick Pruet, and from the Sonoran Institute: Clark Anderson.

2. APPROVAL OF MINUTES: Frontella stated he would like a separate sheet containing the bills attached to the minutes sent prior to the meeting. He will assist Rogers in creating this form. A motion was made by Barker, seconded by Winkler, to approve the minutes of April 6th, approving unanimously.

3. FINANCIAL REPORT: Stuver noted in the Period/Actual Column was a '0', indicating nothing was paid for professional services. However, Rogers has been paid and will look into the accounting error. A motion was made to approve the Financial Report by Stuver, seconded by Frontella, approving unanimously.

4. BILLS TO BE APPROVED: 1) VIP Trash Services; \$280. 2) Marvin Layman; \$85.00. 3) ABC Tree and Lawn Care; \$650.00. 4) The Groundcrew, Inc.; \$270.00. 5) Mountain View Tree Farm; 150.00. 6) Mr. Power S; \$950.00. 7) Todd's Welding; \$260.00. Project Clean Sweep; 1) Micro Plastics, Banner; \$112.00. Mountain View Tree Farm; \$680.00. Other Misc. bills for the event coming out of Petty Cash for a total of \$1,879.29, an overage of \$379.29 from the \$1,500 donated by Alpine Bank. A motion to approve the bills was made by Stuver, seconded by Rickstrew, passing unanimously.

5. CHAMBER UPDATE: Annick Pruet presented the Chamber Updates. Women in Business will meet at the Rifle Library, Tuesday, May 17th, at noon. The topic will be addressing investment strategies in the current economy. Business-After-Hours will be held on location at Rifle Heights Subdivision on Munro Ave. on May 19th, sponsored by Cornerstone Mortgage, Sopris Realty, and Commonwealth Title Company. The Annual Chamber Gold Tournament will be held on Friday, May 6th, at Rifle Creek Golf Course. A 'Membership 101' lunch meeting will be held on May 19th from noon to 1:30 to learn the benefits of joining the Chamber.

6. NEW BUSINESS

A. Downtown Mobile Cart Vending

The DDA Board had the opportunity to take a look at the final wording of the changes to the new code before going to P&Z for approval. A motion was made by Barker, seconded by Rickstrew to approve the changes made and to recommend to Planning and Zoning and City Council to allow 3 Mobile Vending Carts in the DDA District to locate on private land and well as the Civic Plaza only. The motion passed unanimously. If more than 3 vendors apply, a committee comprised of City Staff and DDA Board members will review applications, set up a point system, and decide which vendor will be approved. The application process goes through the Planning Dept.

B. RREDC Update

Langhorne reported the RREDC continues to help coordinate the Brenden Theater project and site preparation. Work on 'The Rock' Fitness Center, on Airport Road, consisting of 11,500 sq. ft. space for a Gymnastics Center as well as fitness center continues to be developed.

At Governor Hickenloopers' Bottoms up State Economic Development Initiative in Grand Junction, Counties represented were Mesa, Routt, Rio Blanco and Garfield. Common goals for economic strategies are 1) Becoming an Energy Epic-Center, 2) Revitalization of the Downtowns, and 3) Job Creation.

C. Market Feasibility of the Proposed Downtown Code

Two meetings were held on Monday, May 2nd at the Library to discuss the market feasibility of the proposed downtown code. Those in attendance were several realtors from the area as well as Clark Anderson from the Sonoran Institute, RREDC, DDA members, City Staff and City Council members. Through grant funding, Fregonese and Associates (Portland, Oregon) performed an analysis of the Downtown Code using their 'Envision Tomorrow' program, which looks at fiscal analysis of prospective development. Nationally, the new norm for development leans toward a smaller footprint, which might include smaller households, townhomes, and housing infill instead of sprawling suburbs. It was recommended through analysis, the City consider one story development vs. the proposed two story structure, and parking requirement be reduced. It was noted increased amenities need to occur in the downtown in order to attract more people.

It was felt the information was useful; however with the present economic climate, and the amount of foreclosed property available, it is doubtful new residential or commercial development will occur anytime soon.

D. Rifle Library / Farmer's Market

Amelia Shelly relayed from her Library Board, a concern about security regarding the use of restrooms during the market. The Library closes on Friday nights at 5pm. City Staff, along with DDA Manager will meet to discuss solutions.

E. Manager's Report

Project Clean Sweep – Most of the entire month was focused on preparing for the event. Included design of flyer and distribution throughout Downtown Rifle, creation of a reusable banner, buying supplies such as trash bags, graffiti removal supplies, clipboards, granola bars and donuts for the day of the event. Also obtained from Grand River Hospital District were water bottles, sunscreen and hand sanitizer. Volunteer's who signed up totaled 32. The weather was a mixture of snow and sunshine, but people seemed enthusiastic and appreciated the lunch from Rib City at noon in Centennial Park. Overall the event was considered a success and City Staff was very appreciative of the work done in the Park.

Trees – One of the young trees was torn off on West 4th Street. Mountain View Tree Farm had a sale on trees for \$50.00 each. After selecting one for replacement, the Ground Crew replanted it.

Because of underground work which needed to be done on West Ave. leading to the old Valley Lumber Site, a tree had to be removed. The Ground Crew relocated the existing live tree to one that was close to being dead on West Ave., just up the block. They continue to be hand watered until the water gets turned on.

Tree Grates – Two additional grates were taken to Todd's Welding to have the iron rings taken out as the trees were growing into the iron rings. One on West Ave. and one on East Ave. Sandor Drucker helped with this.

Maintenance – Griz continues to weed and pick up litter throughout the Downtown, hours vary.

Elk Statue – The Elk was cleaned, waxed and polished the week of April 25th.

Farmer's Market – We have 7 fully registered vendors and expect 6 more at a minimum. East Ave. was measured for Vendor Placement, to be able to draw on a CAD program when the Market approaches.

Rifle Boat Ramp/VIF – The Kick-off Meeting occurred April 12th, with members from CDOT, City of Rifle, LOVA Trails, VIF Board Members, and the Environmental and Cultural Resources Studies people. A walk-thru of the site occurred with discussion following concerning expectations and time-lines. Additional flagging of the site was done for those who may want to visit it.

New Ute Theatre Restoration – Continues with the large porcelain tiles going up on the façade. The small red glass tiles surrounding the ticket counter will soon be complete. The marquee should be complete this month as well.

Flower Pots – The four large existing pots were delivered to Niemann's Gardens in New Castle as they were the lowest bid. The VIF Board asked to check in with Rifle Gardens

to see if they would match Niemann's price, but they could not and even mentioned they needed to raise their prices this year. The flower pots should be ready around Memorial Day.

7. PROJECTS

A. Banner Poles

The City now has approval from DDA for \$7,500 towards the purchase of 4 sets of banner poles for the downtown. The VIF Board has committed \$7,500 and City Council has committed another \$10,000 from the Rifle Information Center Capital reserve for a total of \$25,000. The project continues.

B. Downtown Murals – Alpine Bank

The Murals are finally complete and have been installed on the West façade of Alpine Bank on Railroad Ave. The President of the Bank seems to be happy with the murals after wanting something on the wall for over 15 years.

C. Ute Theatre

Gil Frontella stated the group continues to explore financing options for the interior renovation and will be meeting with City Staff to discuss this.

E. Flower/Planter Bids

Flower pots should be ready around Memorial Day from Niemann's Gardens.

8. MAINTENANCE

A. Traffic / Pedestrian Issues:

B. Curb Extensions – Planters, Weeds:

C. Parking Lots:

D. Alleys: Several potholes need filling.

E. Street Lights: An estimate for an additional light on East Ave. is pending.

F. Trees:

9. ADJOURN: The meeting adjourned at 8:46am

Respectfully submitted,

Helen Rogers,
DDA Project Manager