

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of November 10, 2022

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, Jennifer Luce, Nick Lucey, Aidan Gray, Bernie Greenberg, Lou Scileppi, Desiree LaFleur

DDA

Stu Butler, Josie Adler, Kim Heideman, Andrew Wasson, John Manka, David Miles, Kevin Bracken

STAFF

Kevin Tilson, Karah Reygers

PUBLIC ATTENDEES

ALLIANCE PARTNERS

Brad Boland – Long Range Project Manager, David Corliss – Town Manager, Jason Gray – Castle Rock Mayor, Tara Vargish – Director of Development Services, Keith Johnston – Town of Castle Rock Public Works, Tom Reiff – Town of Castle Transportation Planner, Patty Van Eysden – Douglas County Libraries, Bob Cage – Bearded Man Coffee, Paul Myhill – Perry Street Social District

CALL TO ORDER DMA

KC Neel called the Downtown Merchants Association meeting to order at 12:04PM and took attendance.

DMA ACTION ITEMS AND UPDATES

Events Recap: Staff provided a recap on the recent events:

- **Castle Rock Oktoberfest:** On September 17, 2022, the DMA produced its largest signature event of the year, Castle Rock Oktoberfest. Data provided by the Town of Castle Rock using Placer.ai, showed 16,000 in the Downtown Core between the hours of 1pm and 9pm (the hours of the event). Staff is estimating around 12,500 people at the event. Hopefully, this tremendous exposure for Downtown businesses drove future return visits which support the Downtown economy.

The Austrian Connection performed for four hours playing traditional Austrian and German music. The Castle Rock Dance Academy performed German themed routines to German music and were fantastic professionals. Following the tradition established in previous years, the evening was rounded out with a live DJ in the evening and the crowd dissipated for a small family friendly Castle Rock dance party at 4th and Wilcox Street for the last hours.

The event went through 151 kegs/keg equivalents including wine and drinks for the largest event that the DMA has ever produced. The beer and drink providers included: Rockyard Brewery, Great Divide Brewery, Peak View Brewery, 4 Noses Brewery, Burly Brewery, Crooked Stave Brewery, Lone Tree Brewery, Barnett & Sons, Wild Blue Yonder Brewery, Red Leg Brewery, Elizabeth Brewery, Los Dos Potrillos Brewery, Pikes Peak Brewery and Mystic Mountain Distillery and Purgatory Winery. All 650 handmade steins were sold. Once again, the steins were made by a local artist.

For many of the DMA's larger events, food trucks are a major attraction. This year's event include the following vendors: Woodhill Small Batch BBQ, Philly on the Go, Stack'd, Original by Greeks, Rory's Blue Collar Catering, alpine Sausage, Barbed Wire Reef, Bloom & Grow Kitchen,

K&D's Kitchen, Colorado Pig Rig, K2 Mondals, Sweet Loraines, Lucky Mary's Baking and Sweets Company, Man N Noodles, Downtown Finger Food Truck, The Snowy Flamingo, Glacier Ice Cream, XLVII's Bakery, Mile Kona Ice, Bob's Roasted Nuts, and The Cake Company.

Sponsors include Castle Rock Autoplex as the Title Sponsor, Canvas Credit Union as the other Title Sponsor, HBS Trash Dumpster Rentals, Park Street Storage, Ramirez Hospitality Group, Sturm Collaboration Campus Arapahoe Community College, Riverwalk Apartments, and I Love Colorado Beer. Thanks to the Town of Castle Rock for their support.

Staff presented a P&L for this event at the meeting.

- **Restaurant Week:** Following the feedback from Downtown Restaurants, the DMA modified Burger Week to Restaurant Week this year, in an effort to allow each individual restaurant to highlight the food that they do best, and not be confined to just create a burger, although many did still produce an amazing burger. This event provides a weeklong excuse for people to enjoy off menu, special items created by Downtown Restaurants, and for the Downtown social media to market these great places and the food they create. This year's participants include: Angie's, B' Deli, Block and Bottle, B&B Café, Castle Café, Castle Rock Nutrition, Dos Santos, Fish and Company, Garlic and Spice Kitchen, Glacier Ice Cream, Granelli's Great Divide Brewery and Roadhouse, The Office, Romo's Tacos, Sabrosura De Miami, Scileppi' at the Old Stone Church and Sliceworks, Sinners and Saints, Sugar Spoon, Tribe, Union Bistro, Wild Blue Yonder Brewery, and Z'Abbracci's.

Staff presented a P&L for this event at the meeting.

- **Fangtastic Festival:** On Friday, October 28, 2022, from 12pm to 3pm, the DMA produced the Fangtastic Festival in Festival Park. This event is designed to provide young families with an opportunity to dress up and Trick or Treat in a safe and fun venue during the day. Attendance was fantastic filling the park but not being too crowded. Vendors lined the outside of the lawn area in the park and passed out candy and other fun goodies. The DMA partnered with CALF and sponsor Riverwalk Apartments to offer a free pumpkin patch where kids could select a pumpkin to take home. Sponsors and vendors include, Castle Rock Autoplex, Riverwalk Apartments, Douglas County Libraries, Castle Rock Pediatrics, Castle Rock Smiles Pediatric Dentistry, Stanbrick Dental Services, Soccer Buddies, Lifetime Windows and Siding, Renewal by Anderson, Z-Ultimate Defense Studios, Thread Recovery & Education Service, The Wright Team Liberty Mutual Insurance, Matrix, Castle Rock Museum, American Family Insurance, Ent Credit Union, Fit4Mom Castle Rock, Coffee Sarap, and Peak Potential Chiropractic. Thanks to the Town of Castle Rock for their support.

Staff presented a P&L for this event at the meeting.

Event Planning Update: Staff provided an overview of the remaining 2022 events:

- **Carriage Rides:** The last "event" of the year produced by the DMA is the sale and organization of the Downtown Castle Rock Carriage Rides. This year, Carriage Rides will be offered Wednesday through Saturday from 5:00 – 8:00pm, beginning Friday, November 25th and ending on Friday, December 30th (no rides on December 24th). The contract for the 2022 season adds an additional day each week (Wednesday) to the contract from last season, resulting in 5 more days the rides are offered and an additional 90 individual rides. This marketing project costs roughly \$34,000. After sponsor sales, and ticket sales, about half of that cost is recouped. Remaining expenses are split by the DMA and DDA. This effort hopefully enhances the experience in Downtown Castle Rock during the holidays, even if a visitor does not experience a ride, it is still exciting just to see a horse drawn carriage in Downtown during a visit.

Based on community feedback, this year DMA Staff offered to sell 75 tickets in person to the public on November 3 from 5:30pm-7:00pm. This event was held at Carriage Ride Sponsor, Castle

Rock Autoplex. People were in line waiting for tickets as early as 3:30pm, and hopefully took a stroll around to check out the great cars and trucks offered by Castle Rock Autoplex. There were 75 people in line by 5:15pm and 75 tickets were sold by 6:45pm.

On November 9, 2022, a link to purchase tickets online was posted to the Downtown Castle Rock social media pages. There was high demand for the \$30 tickets and some complaints from people that did not get any tickets or had problems with the ticket software. Staff will investigate how to improve the process for next year.

- **Holiday Trolley Rides:** On November 11, 2022, the Downtown Castle Rock social media will announce that the Castle Rock Trolley will be operating for free for the public on Monday and Tuesday evenings during the holiday season. This will provide those that did not get a Carriage Ride Reservation Ticket a free option to ride the charming trolley and view the dazzling holiday lights in Downtown Castle Rock! Trolley rides will be offered Monday and Tuesday from 5-7pm from Nov. 21 through Dec. 27.

Pick up and drop off locations are:

- Encore Garage Entrance – South St. between Wilcox St. and Perry St.
- DCSD Parking Lot Entrance – 6th St. between Wilcox St. and Perry St.

Trolley will pick up at each location every 10 minutes starting at the Encore Garage. This cost is being shared by the DMA and DDA and will cost each organization roughly \$2,000.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:38PM.

CALL TO ORDER ALLIANCE

Stu Butler called the Downtown Alliance meeting to order at 12:39PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval: Aidan Gray motioned to approve the September 8, 2022, Alliance Board Minutes as presented; Bernie Greenberg seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the September 8, 2022 Alliance Board Minutes as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

UNSCEDULED PUBLIC COMMENT

Tom Reiff announced to the group that the Town of Castle Rock has kicked off the wayfinding signage project.

STAFF UPDATE

Staff provided a brief update for the Board on the following items:

- Lights over Wilcox
- DDA tours
- Streetscape meeting on December 8, 2022
- DMA events 2023

ALLIANCE ACTION ITEMS AND UPDATES

Transportation Design Criteria Manual: Keith Johnston, Public Works Manager, joined the meeting to present the Transportation Design Criteria Manual (TDCM) to the Alliance Board and collect feedback. The Alliance Board reviewed the Transportation masterplan (different document) last year and broadly supported some of the recommendations in the document including the goal for wider sidewalks. The discussion around the TDCM has been to move some of the recommendations for wider sidewalks to

Town Code requirements, including among other things, a requirement for 10' minimum sidewalks. As property owners undertake new projects Town Code would require that they build 10' minimum sidewalk or request a variance where angled parking or building setback does not provide the necessary width.

The board provided direction that it is important for the TDCM to identify that not everywhere in Downtown can meet the requirement of wider sidewalks due to lack of space between road and property. Any new language in code should recognize this, and or the code show only place this requirement in areas where a wider sidewalk is possible.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 1:11PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 1:11PM and took attendance.

DDA ACTION ITEMS AND UPDATES

2023 DDA Budget: The 2023 DDA Budget was approved by Town Council on September 20, 2022. Public Notice was provided in the Castle Rock News Press on November 3, 2022, and the budget and budget message have been available for inspection by the public for a week leading up to this meeting. Staff presented the budget to the board.

MOTION

Andrew Wasson motioned to approve resolution 2022-05 adopting the 2023 DDA Budget as presented; Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

Downton Enhancement Grant – Perry Street Social District: Paul Myhill, owner of Perry Street Social District has submitted a Downtown Enhancement Grant application for the property at 404 Perry Street. A summary of that request was provided. Staff has reviewed the application and supporting documents and believe it fits both the Enhancement Grant Program as well as the Castle Rock Downtown Plan of Development through the enhancement of this site and the improved public experience it will create. This project, upon completion will contribute to an active and vibrant downtown and enhance a portion of the Downtown core that is prime for revitalization.

Perry Street Social District had received approval for a Façade Grant in a previous meeting but is only eligible for on kind of grant. Therefore, the board decided to make a motion to retract the previously given Façade Grant so they can then give the Enhancement Grant which is a higher dollar amount.

MOTION

David Miles motioned to retract the Facade Grant funding for Perry Street Social District in the amount of \$6,000; John Manka seconded the motion; the motion carried unanimously by the DDA.

MOTION

David Miles motioned to approve the Enhancement Grant funding for 404 Perry Street (Perry Street Social District) in the amount of \$50,000; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

Facade Grant – Bearded Man Coffee: Staff presented the façade grant application for Bearded Man Coffee, located at 421 Perry Street. The applicant preliminarily presented to the DDA Board on February 10, 2022. After that time the project changed slightly. Originally the plans called for a concrete patio however, the Town of Castle Rock plan review identified issues with the impervious surface so plans were updated to construct a deck allowing for water flow, and did not require a DRB meeting. The applicant completed the plans approved by the Town and a summary of that request was provided at the meeting.

MOTION

Andrew Wasson motioned to approve the Facade Grant funding for 421 Perry Street in the amount of \$1,000 in design and \$4,727.87 in construction; Josie Adler seconded the motion; the motion carried with 6 yes votes and 1 abstention by the DDA.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 1:29PM.

The Castle Rock Downtown Development Authority approved these minutes on

2.14.2023

Date



John Manka, DDA Secretary

2.14.2023

Date



Bernie Greenburg, DMA Secretary