

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of November 9, 2023

ATTENDANCE FOR ALL MEETINGS

DMA

Jennifer Luce, Aidan Gray, Lou Scileppi, John Johnson, Bernie Greenberg

DDA

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

STAFF

Birgit Braehler, Kevin Tilson, Karah Reygers

ALLIANCE PARTNERS

David Corliss – Town Manager, Tara Vargish – Town of Castle Rock, Patty Van Eysden – Douglas County Libraries, Brad Boland – Town of Castle Rock, Tom Reiff – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber; George Teal – Douglas County Commissioner, Desiree LaFleur - Castle Rock Town Council, Max Brooks – Castle Rock Town Council Member, Jason Gray - Mayor

PUBLIC ATTENDEES

Hilleary Everist, Caryn Johnson

CALL TO ORDER DMA

Aidan Gray called the Downtown Merchants Association meeting to order at 12:07PM and took attendance.

DMA ACTION ITEMS AND UPDATES

Oktoberfest Upcoming Event – Sept. 16, 2023 – 1-9pm:

On September 16, 2023, 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 15,000 people in the Downtown Core between the hours of 1pm and 9pm (the hours of the event).

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 155 kegs/keg equivalents plus 3,500 servings of cocktails and wine. Our beer and drink providers included: 4Noses Brewing Co., Barnett & Son Brewing, BURLY Brewing Company, Eddyline Brewing, Elizabeth Brewing Company, Great Divide Brewing Co., Juicy Beverage Co., Lone Tree Brewing Company, Los Dos Potrillos Mexican Restaurant y Cerveceria, Peak View Brewing Company, Rockyard Brewing Company, Wild Blue Yonder, Battle Mountain Brewing Company, Bierstadt Lagerhaus, Living the Dream Brewery, Danico Brewing, Mystic Mountain Distillery, Provision and Purgatory Cellars. Attendees were once again able to purchase a locally made stein from artist, Chris Burch.

For many of the DMA's larger events, food & snack trucks are a major attraction. This year's event included the following vendors: Mac 'N Noodles, Mile High Cheese Steak Truck, Los Dos Potrillos Mexican Restaurant y Cerveceria, Woodhills Small Batch BBQ, Koco Street Food, Sweet Lorraines, SALT -

Craft Meat Market, R&B Meats, XLVII's Bakery, Glacier Homemade Ice Cream & Gelato of Castle Rock, Bob's Roasted Nuts, Nothing Bundt Cake, The Cake Company, Bebos Mini Donuts, Mile High Kona Ice, Polar Bros Nitro Ice Cream and Travelin' Tom's Coffee.

Sponsors included Castle Rock Autoplex as the Title Sponsor. Stage Sponsor's, Canvas Credit Union, Los Dos Potrillos Mexican Restaurant y Cerveceria, Lifetime Windows + Siding and Arapahoe Community College. Our Associate Sponsors this year were HBS Trash Services, Park Street Storage, Folkestad Fazekas Barrick & Patoile PC, Castle Rock Restorative Dentistry and HEI Civil. Thanks to the Town of Castle Rock for their support.

This event ended up being a wonderful fun-filled day in Downtown Castle Rock with thousands of happy visitors to Downtown Castle Rock. Staff has already started planning for next year to incorporate improvements that can be made especially around more German Food and line/crowd management. The P&L for Oktoberfest was provided.

Restaurant Week – Oct. 15-21, 2023 – Social Campaign:

For the second year the Downtown Merchants Association has hosted Restaurant Week. This event provides a week-long excuse for people to enjoy off-menu specials and provides a reminder to the Douglas County Region of all the great places to eat in Downtown Castle Rock! The posts from this campaign should continue to create traffic for Downtown Restaurants for the months to come. This year's participants include Angie's Restaurant, B & B Café, B's Craft Deli & Market, Block + Bottle, Fish & Company, Granelli's Pizzeria, Great Divide Brewery & Roadhouse, Scileppi's at the Old Stone Church, Sinners & Saints at Ecclesia, Tribe Hospitality Group, Union American Bistro, Wild Blue Yonder Brewery and Z'Abbracci's.

Some board members noted that they would like to see a change of name for the event, because customers get confused with Denver Restaurant Week where they offer a 3-course meal instead of 1 course in Castle Rock.

The P&L for Restaurant Week was provided.

Fangtastic Festival – Oct. 27 – 12-3pm:

On Friday, October 27, 2023 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. Castle Rock Autoplex was once again our title sponsor and the DMA partnered with Riverwalk Apartments to offer a free pumpkin patch where kids could select a pumpkin to take home. Sponsors and vendors include, AdventHealth Castle Rock, Elfie Selfie Land, Ent Credit Union, Folkestad Fazekas Barrick & Patoile PC, Lifetime Windows + Siding, Park Street Storage, Passanante's Home Food Service, Riverwalk Apartments & Craft CoWorking, Scarola Law, Soccer Buddies and The Denver Gazette. Thanks to the Town of Castle Rock for their support.

The P&L for Fangtastic Festival was provided.

2024 Events Schedule:

For the 2024 lineup of DMA Produced Events, staff has drafted a letter that communicates the proposed events, dates, times, street closures, and street closures times. DMA Staff has been in contact with Town Departments and Co-Events, the DMA Events Contractor for 2024 Events.

This letter communicates a similar lineup of events with one notable change. Staff is proposing that instead of one large concert – previously branded as Concert Under the Lights in Festival Park – which would have been held on August 17, 2023 – that the DMA produce 4 smaller concerts in the park on Wednesdays in August. This would continue the popular Music/Jazz in the Park series on Wednesday in

June, July and NOW August. Staff received more feedback on this event than any other last year, with many unknown community members seeking us out via email to encourage more Jazz in the Park. Based on the desire to support small businesses in Downtown Castle Rock and be responsive to community feedback, staff believes this change could be a good one to try in 2024 re-branding our August event – Concert Under the Lights, to 4 smaller music events in August.

Jennifer Luce made a motion to approve the letter with 2024 Event Dates to Town, Aidan Gray seconded the motion and all DMA Board members agreed.

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:42PM.

CALL TO ORDER ALLIANCE

Andrew Wasson called the Downtown Alliance meeting to order at 12:42PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval: Bernie Greenberg motioned to approve the September 14, 2023 Alliance Board Minutes as presented; Lou Scileppi seconded the motion; the motion carried unanimously by the DMA. Andrew Wasson motioned to approve the September 14, 2023 Alliance Board Minutes as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

Kim Heideman motioned to approve the October 16, 2023 Alliance Board Minutes as presented; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

Staff Update

Kevin Tilson gave an update on Service Contract Presentation, DDA Mills Recommendation and a DDA Special Fund Discussion for 2024.

Action Items and Updates

Carriage Rides & Trolley Rides Update:

Back by popular demand, Holiday Carriage Rides and Trolley Rides are set to kick off this month! 2023 Carriage Rides, provided by Kodiak Ranch and sponsored by Castle Rock Autoplex will be offered each week, Wednesday through Sunday from November 24th through December 30th (no 12/24 or 12/25). Weekday Carriage Rides are offered from 4:30 - 8:30 pm while weekend Carriage Rides are offered from 5:00 - 8:00 pm. All rides are purchased in advance either in person or via the website. Staff sold 75 tickets in person at the Philip S. Miller Library on Wednesday, November 8th and online sales will begin on Tuesday, November 14th. There are over 560 rides available this season, an increase of roughly 200 rides. In order to accommodate more rides, we added Wednesday to the line up and an additional hour on weekday offerings. This increase in the contract with Kodiak Ranch allows for the maximum number of trips while also considering the health and wellbeing of the horses. Kodiak Ranch takes incredibly good care of their animals and will only provide rides within the ability of each horse.

Holiday Trolley Rides were an instant classic when they were first offered in 2022. With over 700 riders last year, who enjoyed the downtown lights and view of the star from the warm and cozy trolley, this offering went from a fun idea to family tradition. Holiday Trolley Rides will be offered every Monday and Tuesday night from November 20th to December 26th (No rides on December 25th) from 5:00 to 7:00 pm and are free to ride. The ride is approximately 10 minutes and can begin at either the Encore Garage stop or the Douglas County School District Lot and will complete a loop north on Wilcox to 6th Street, to the Douglas County School District (DCSD) lot, then south on Perry Street to South Street at the Encore

Garage. This season's Trolley Rides are sponsored by OAK – Owens Ames Kimball Colorado located in Downtown Castle Rock.

Town of Castle Rock Wayfinding Sign Plan:

Tom Reiff with Castle Rock Public Works provided an update on the Castle Rock Wayfinding Sign Project and gathered feedback from the board and community. Following board feedback, staff has encouraged the Town to select “authentic” materials for signage in agreement with the public work sessions and guidance for Festival Park Design and in agreement with the guidance from the Downtown Streetscape Palette document.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 1:13PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 1:14PM and took attendance.

Douglas County Commissioner and Other Districts Comments

George Teal shared the information that Proposition HH failed and stated that if the State is not going to give any other tax relief, the County will lower their mills.

Unscheduled Public Comment

Patty Van Eysden announced that there will be a naming ceremony at DCL on Monday, November 13 at 4pm at the Castle Rock Library.

DDA ACTION ITEMS AND UPDATES

Downtown Enhancement Grant – Perry Street Social District:

In November of 2022, staff presented the Perry Street Social District Façade Enhancement Grant application to the DDA Board. This was the first project to be presented under the newly formed program. The Board approved up to \$50,000 upon completion of all three phases of the proposed project – the 3 phases were proposed as the 3 buildings on site; 411 4th St. (old Castle Rock Bike and Ski), 404 Perry St. (Historic Whittier House), 414 Perry St. (house north of former rink). The Enhancement Grant Program requires that the applicant receive a building permit within one year of the approval date. As of November 9, 2023, we have surpassed that deadline. Moreover, a formal legal agreement with the Town of Castle Rock was never executed as the ownership point of contact changed almost immediately after board approval of the grant, and as ownership and the project design evolved, it became necessary that the project would have to re-present to the DDA Board under new leadership and the new project design. Additionally, the project has undergone multiple design and development changes due to a number of complexities on site, and these design changes have not been finalized by the development team and will need to be presented to the Town's Design Review Board, Historic Preservation Board and Town Council. Thus, the applicant would need to reapply to the program should project leadership choose to pursue the grant.

Downtown Enhancement Grant – Scileppi's:

In December of 2023 staff presented the Scileppi's at the Old Stone Church Downtown Enhancement Grant to the DDA Board. This project was the second project to be presented under the newly formed program. The Board approved up to \$50,000 upon completion of the project. The Enhancement Grant Program requires that the applicant receive a building permit within one year of the approval date. As of December 8, 2023, the current agreement will expire. Lou Scileppi, the owner of the restaurant has

been working diligently with the Town of Castle Rock Development Services team, and his general contractor, to complete the documents and approvals needed for the project to continue to move forward. There have been a handful of delays that have kept the project from receiving the building permit by the 12-month deadline. DDA Staff contacted Town Legal to draft an amendment to the agreement allowing for an additional four months for the building permit to be obtained, giving the project until April 8, 2024, to obtain the permit.

MOTION

David Miles made a motion to approve First Amendment to the Scileppi's Property, LLC Downtown Enhancement Grant Program Funding Agreement to April 8, 2024; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

2024 DDA Budget:

The 2024 DDA Budget was approved by Town Council on October 17, 2023. Public Notice was provided in the Castle Rock News Press on November 2, 2023, and the budget and budget message have been available for inspection by the public for a week leading up to this meeting. The Board can now formally adopt the budget or recommend any changes.

MOTION

Andrew Wasson made a motion to approve Resolution 2023-06 adopting the 2024 DDA Budget as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

ADJOURN

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

The Castle Rock Downtown Development Authority approved these minutes on

12.14.2023

Date



John Manka, DDA Secretary



12.14.2023

Date

Bernie Greenberg, DMA Secretary