

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of March 14, 2024

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, Bernie Greenberg, John Johnson, Aidan Gray, Lou Scileppi, Jennifer Luce, Desiree LaFleur

DDA

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

STAFF

Birgit Braehler, Kevin Tilson, Karah Reygers

ALLIANCE PARTNERS

Tara Vargish – Town of Castle Rock, Kristin Read – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber, Patti Van Eysden -Douglas County Libraries

PUBLIC ATTENDEES

Jen Perry, Katie D'Arcangelo

CALL TO ORDER DMA

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

DMA ACTION ITEMS AND UPDATES

2024 DMA Event Contractor

Kevin updated the board that staff is planning to work with 2 event coordinators for the DMA's 2024 event season. Staff has had several meetings with the 2 event coordinators. They have agreed to work in partnership to produce the DMA's 2024 events, even sharing an events email address to provide consistency to vendors. The DMA has worked with legal counsel to draft 2 agreements, one for each contractor, and has shared that draft with each. DMA Staff is meeting with the contractors on Friday, March 15, 2024 to discuss the agreements, and the 2024 event season, and hope to solidify the relationship shortly thereafter.

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:08PM.

CALL TO ORDER ALLIANCE

Andrew Wasson called the Downtown Alliance meeting to order at 12:08PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval: Jennifer Luce motioned to approve the February 8, 2024 Alliance Board Minutes as presented; Bernie Greenberg seconded the motion; the motion carried unanimously by the DMA.

John Manka motioned to approve the February 8, 2024 Alliance Board Minutes as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

Staff Update

DMA Event Planning

Kevin Tilson provided a brief update on the DMA Event Planning.

Action Items and Updates

Scientific and Cultural Facilities District Information

Jen Perry presented information on the Scientific and Cultural Facilities District (SCFD), a special regional tax district of the State of Colorado that provides funding for art, music, theater, dance, zoology, botany, natural history, or cultural history organizations in the Denver Metropolitan Area.

Castle Rock is currently not part of the SCFD and Jen would like Castle Rock residents to be able to vote on the subject in the November elections.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:35PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 12:36PM and took attendance.

DDA ACTION ITEMS AND UPDATES

Policy Discussion on DDA Façade Grant Program

The intent of the DDA Façade Grant Program is to enhance the environment and public experience in Downtown Castle Rock by supporting investment in the facades of Downtown buildings. This is the same intent as it was in 2010 when the program began offering grants of up to \$6,000. Since then, roughly 40 applications have been reviewed, which is an average of about 2.5 per year including the application that was received this year.

Through the years, the program has adjusted based on what the DDA Board wanted to encourage and support. In multiple years the DDA did not receive any applications. At the February 8, 2024 DDA meeting, the Board encouraged staff to look at the Façade Grant policy regarding reimbursement of maintenance items and bring back information and a recommendation at the next meeting.

Staff has reviewed prior years' Façade Grant Program documents and applications and has provided two suggestions for the Board's review to accomplish additional clarity.

- No maintenance except when a part of a larger project where architectural elements are added or improved that will enhance the exterior look of the building.
- No maintenance except for when the property is historic.

Specific language has been added to the program documents for the Board's review.

MOTION

Josie Adler motioned to approve the façade grant policy documents as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

ADJOURN

There being no further DDA business, the meeting was adjourned at 12:58PM.

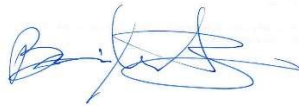
The Castle Rock Downtown Development Authority approved these minutes on

5.9.2024
Date



John Manka, DDA Secretary

5.9.2024
Date



Bernie Greenberg, DMA Secretary