

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Downtown Alliance Board of Director's Meeting**

**MINUTES of January 21st, 2021**

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on January 21<sup>st</sup>, via Zoom Conference Call at 3:30PM.

**PRESENT**

The DMA meeting started at 3:30PM.

**DMA Members Present:** KC Neel, Bernie Greenberg, Aidan Gray, Lou Scileppi, Denise Fuller, Nick Lucey, Jennifer Luce

**DDA Members Present:** Stu Butler, Andrew Wasson, John Manka, Kim Heideman, Josie Adler, Nick Hier

**STAFF:** Kevin Tilson, Alliance Director; Audrey Spencer, Project Manager; Kristen Bowling; Alliance Manager

**PUBLIC ATTENDEES:** Suzanna LaRue, Douglas County Libraries; Patty Van Eysden, Douglas County Libraries; Sara Waters, Red Rocks Counseling; Dan Avery, Victoria Collins

**ALLIANCE PARTNERS:** Jason Gray, Town Mayor; Caryn Johnson, Council Member District 5; David Corliss, Town Manager; Tara Vargish, Director of Development Services; Kevin Bracken, DDA Town Council Liaison; Julie Kirkpatrick, Long Range Project Manager; Ryan Hollingshead, Council Member District 1

**CALL TO ORDER**

KC Neel called the Downtown Alliance meeting to order at 3:30PM.

**UNSCHEDULED PUBLIC COMMENT**

No unscheduled public comment.

**DMA ACTION ITEMS AND UPDATES**

**2021 Plans and Contracts:** Staff has continued to monitor local and state variances and guidelines for special events and large gatherings during the Coronavirus pandemic. The start of event season planning, the recent developments with vaccines and the change in health restrictions from level red to orange, prompted staff to discuss special event logistics with Tri-County Health Department again. While Tri-County Health was only able to speculate about future conditions, their team estimated that Phase III of vaccinations for the public would likely not occur until June, with 80% of the population vaccinated by late summer/early fall. The health department predicted that statutory restrictions, such as mask mandates and capacity limits would remain in some form, likely into fall. The department was optimistic that larger gatherings would look "somewhat normal" around Labor Day 2021 (September 6, 2021). In addition to Tri-County Health, staff has been in communication with Town and County staff, as well as other Castle Rock event organizers to be well equipped to make decisions regarding DMA events in 2021. At the most recent monthly special events meeting, the Outlets, Meadows and County shared that they would be focusing on smaller scale events with reservations the first half of the year. Some entities shared that they would cancel early events altogether, while others shared that they would scale down events for much lower capacity and timed reservations. After reviewing the information from Tri-County

health and the special events meeting, staff has designed an events schedule with more frequent, smaller events at the beginning on the year and larger, more traditional events for the second half of the year. This plan allows staff to solicit sponsorships early, secure funding, book entertainment and reserve other resources like trash, Porta potties and labor, without having to modify events on a weekly basis with changing guidelines. Staff hopes that events are able to return to normal faster than the conservative timeline given by Tri-County Health and have scheduled Boots and Brews to coincide with the Steer Drive and Fair Parade, as in previous years. However, if guidelines do not change, staff is able to execute this event as a smaller music in the park event, by reservation only. Due to cost, staff believes it is easier to increase an event's capacity than it is to scale one down.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 3:47PM.

#### **CALL TO ORDER**

Stu Butler called the Downtown Alliance meeting to order at 3:48PM.

#### **APPROVAL OF MINUTES**

**Minutes Approval:** Denise Fuller motioned to approve the December 03, 2020 Alliance Board Minutes as presented, Nick Lucey seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the December 03, 2020 Alliance Board Minutes as presented, Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

#### **UNSCHEDULED PUBLIC COMMENT**

Suzanne LaRue introduced Patty Van Eysden, the new Business Services Planner for the Douglas County Library. Sara Waters joined the meeting to introduce herself and her new Downtown business, Red Rocks Counseling.

**STAFF UPDATE:** The Alliance welcomed the new DDA Town Council liaison, Councilmember Kevin Bracken and DDA alternate Councilmember Ryan Hollingshead and DMA Town Council liaison Councilmember Desiree LaFleur. The Alliance thanked Suzanne LaRue for her time supporting the Alliance Board as the Douglas County Library liaison, and welcomed Patty Van Eysden as their new representative.

#### **ALLIANCE ACTION ITEMS AND UPDATES**

**Rink at the Rock Update:** The Rink at the Rock season began on Saturday, November 21, 2020. On December 17, 2020 staff created an online reservation system for the Rink at the Rock to help regulate traffic during the busier holiday season and maintain capacity limits during the Coronavirus pandemic. The online reservation system, called Ticket Tailor, provides a user-friendly experience for customers to reserve skating tickets online. We are offering 20 spots available to reserve every 2 hours and released a week in advance. The remaining 15 spots out of the 35-person capacity limit are left for walk-ups. Sales reports show a total of \$124,620 in sales as of 1/18/2021 (59 out of 87 days in the season). This total is comprised of \$29,169 in online reservations and \$95,451 in day-of sales and private parties. This number is higher than last year's sales of \$111,296, also 59 days into the season.

**DMA and DDA Annual Reports:** Staff presented the DMA and DDA 2020 Annual Reports that will be submitted to Town Council on January 31, 2021.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 4:09PM.

**CALL TO ORDER**

Stu Butler called the Downtown Development Authority meeting to order at 4:10PM.

**UNSCHEDULED PUBLIC COMMENT:** No unscheduled public comment.

**DDA ACTION ITEMS AND UPDATES**

**2020 Fall Flowerbox Invoices and 2021 Patio Invoices:** Six of the seven invoices for the fall planting of Downtown patio flowerboxes are outstanding. Staff asked the board for direction about possible COVID-19 relief for businesses by waiving the 2020 fall planting fees. Additionally, The State Liquor Department has waived all patio modification fees until October 2021 for businesses extending their liquor premises. The Town of Castle Rock is also waiving the \$100 Right of Way Encroachment Agreement fee for businesses occupying the public right-of-way with their patios. Due to Coronavirus, staff is recommending discounting the patio rental fee by 25%, bringing the total cost to rent a patio in 2021 from \$900 to \$375. Nick Hier motioned to waive the DDA 2020 fall flowerbox planting fee, Josie Adler seconded the motion; the motion carried on unanimously by the DDA. John Manka motion to discount the DDA patio rental fee by 25% for 2021, Kim Heideman seconded the motion; the motion carried on unanimously by the DDA.

**DDA Annual Metrics:** Staff presented the DDA 2020 Annual Metrics and answered any questions.


**Public Posting Resolution:** The DDA is required by the Colorado Open Meetings Law to establish a designated public place for the posting of meeting notices. State House Bill 19-1087 requires/allows local governments to transition from posting physical notices of public meetings in physical locations, to posting notices on a website, social media account or other official online presence of the local government to the greatest extent possible. As such, Resolution 2021-01 reflects the public posting of agendas on [www.downtowncastlerock.com](http://www.downtowncastlerock.com). John Manka motioned to approve Resolution 2021-01 as presented, Nick Hier seconded the motion; the motion carried on unanimously by the DDA.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 4:39PM.

The Castle Rock Downtown Alliance approved these minutes on

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3/10/2021  
Date

  
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Bernie Greenberg, DMA Secretary

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3/10/2021  
Date

  
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John Manka, DDA Secretary