

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of August 30, 2023

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, Jennifer Luce, Aidan Gray, Desiree LaFleur, Nick Lucey

DDA

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

STAFF

Karah Reygers, Birgit Braehler, Kevin Tilson

ALLIANCE PARTNERS

Max Brooks – Town Council, Tara Vargish – Development Services, Patty Van Eysden – Douglas County Libraries, Brad Boland – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber, Classic Wagner – Douglas County

PUBLIC ATTENDEES

Hilleary Everist – Aloha Fund, Tim White – White Development, Devin Visciano – White Development

CALL TO ORDER DMA

KC Neel called the Downtown Merchants Association meeting to order at 12:05PM and took attendance.

DMA ACTION ITEMS AND UPDATES

Car Show Weekend Recap:

Rain, lightning and thunderstorms prevented the Street Party and Concert on Friday evening, June 16, 2023 from being held. This event was planned to be a great kickoff to the weekend featuring 50 show cars from the Vintage Car Club of Castle Rock, entertainment from local legend Cari Dell, local drinks to be provided by Burly, Rockyard, Great Divide, Wild Blue Yonder and Mystic Mountain. Both the DMA and Vintage Car Club of Castle Rock look forward to next year when hopefully we can kick this weekend off properly.

Downtown Castle Rock and the Vintage Car Club of Castle Rock celebrated the 15th Annual Classic Rock Cruise-In Car Show on Saturday, June 17, 2023. The event featured 300+ classic and exotic cars displayed on Wilcox Street from 3rd to 5th Street. Kids and families enjoyed free inflatables, a rock wall, face painting, and a balloon artist. Shelvis and the Roustabouts who performed a hit show in 2021 for the Car Show returned and kicked off the event's musical entertainment opening up for The Atomic Drifters who performed classic rock hits enjoyed by all ages. Libations were provided by Burly Brewing, Great Divide, 4Noses Brewing Co. and Mystic Mountain. There were six different food trucks and six dessert/snack vendors serving a variety of cuisines. At the same time, the Downtown businesses, restaurants, and patios once again experienced one of their busiest days of the summer (per Castle Café) from the steady crowds who gathered Downtown for this Castle Rock signature event. P&Ls for Street Party & Concert and Car Show were presented.

Jazz in the Park Recap:

For the weekly Summer Series, the DMA partnered with Castle Rock Music and renowned jazz musician, Jason Bower to perform Jazz in the Park each Wednesday during the months of June and July for a total of 8 events; June 7, 14, 21, 28 and July 5, 12, 19, 26. These events are designed to be low-key and laid-back. They are not heavily marketed, there is no stage or large sound equipment. The idea is that every Wednesday when a resident or guest comes to Downtown Castle Rock, there is casual live music. This event has grown considerably over the last year and to date has been the event that staff has received the most emails that request it to be continued.

Financially, this event series is designed to be neutral in sponsorship dollars and cost to produce. The goal for this series is focused around enhancing the Downtown experience, encouraging guests to eat dinner before or after at a Downtown restaurant or enjoy a cocktail or ice cream at the many delightful spots. This also activates Downtown by changing habits to include a trip Downtown. People are more likely to return if they have visited and had a great, safe, fun experience. This strengthens the Downtown economy and supports the great places to eat and shop that the community loves, and hopes will stay in business for their next visit.

A P&L for Jazz in the Park were presented.

Boots and Brews Recap:

A community favorite, the Boots & Brews event was held on Saturday, July 29, 2023, following the Douglas County Fair Parade which serves as a kickoff to the Douglas County Fair. Downtown was packed with Castle Rock families eager to see their favorite float, catch a piece of candy or cheer on friends and family in the parade. At the conclusion of the parade, families gathered in Festival Park to listen to Colorado's emerging country star Kayla Ruby and the high energy headliner Wirewood Station. Guests also enjoyed a mechanical bull, face painting and balloon artistry. With amazing weather, the DMA tapped 27 kegs provided by BURLY Brewing, Rockyard Brewing, Great Divide Brewing Co., Los Dos Potrillos, and Wild Blue Yonder. Mystic Mountain Distillery served over 630 unique cocktails.

A P&L for Boots & Brews were presented.

Concert Under the Lights Recap:

Concert Under the Lights was held in Festival Park on August 19th 2023. It was a successful event with perhaps the largest turnout the DMA has ever had in Festival Park. There wasn't an empty spot on the grass. All food trucks had a stellar night, and all sponsors/ vendors were happy with the event! We were graced with Music by Meredith Foster and Grayson Little, who is a hometown legend, and put on an amazing show. The crowd was eager to hear them perform and danced till the party ended. Guests with children were able to enjoy facepainting and balloon art while the adults in the crowd enjoyed alcoholic drinks from some of our favorite and new alcohol vendors provided by Burly Brewing, Rockyard Brewing, 4noses Brewing, Mystic Mountain Distillery and Juicy Beverage Co. The DMA tapped 14 kegs of beer, sold 190 cans of hard seltzer and 329 cocktails.

A P&L for Concert Under the Lights were presented.

Upcoming Events:

- **Oktoberfest – September 16th from 1-9pm**
- **Restaurant Week – October 15th – 21st**
- **Fangtastic Festival – October 27th from 12-3pm**

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:26PM.

CALL TO ORDER ALLIANCE

Andrew Wasson called the Downtown Alliance meeting to order at 12:26PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval: Aidan Gray motioned to approve the June 8, 2023 Alliance Board Minutes as presented; Nick Lucey seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the June 8, 2023 Alliance Board Minutes as presented; Stu Butler seconded the motion; the motion carried unanimously by the DDA.

Unscheduled Public Comment

No public comment.

Staff Update

Staff will provide a brief update for the Board.

- Service Contracts Submitted in June
- Mid-Year Reports Submitted in July
- DDA Appointments starting July 1
Stu Butler and Josie Adler were reelected to the DDA Board.
- July Trolley Numbers
The Trolley had around 500 passengers riding the trolley in July.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:31PM.

CALL TO ORDER DDA

Andrew Wasson called the Downtown Development Authority meeting to order at 12:32PM and took attendance.

DOUGLAS COUNTY COMMISSIONER AND OTHER DISTRICT COMMENTS

No comments were made.

DDA ACTION ITEMS AND UPDATES

August 10, 2023 Meeting Rescheduled Resolution 2023-04:

The DDA rescheduled their August 10, 2023, regularly scheduled meeting due to scheduling conflicts. Per bylaws and prior Council direction, the DDA Board needs to ratify this cancellation with a resolution.

MOTION

Stu Butler motioned to approve Resolution 2023-04 as presented; John Manka seconded the motion; the motion carried unanimously by the DDA.

DDA Chair Position:

Staff is happy to welcome re-elected board members Josie Adler and Stu Butler to the Downtown Development Authority Board. The board appointments are four-year terms, which started on July 1, 2023 (per statute) and expire on June 30, 2027. Both DDA Board member recommendations were taken to Town Council and passed on June 6, 2023.

John Manka and Josie Adler were appointed as the DDA representatives on the Design Review Board, approved by Town Council also on June 6, 2023.

The Board must appoint a board member to serve as the DDA Chair since the prior Chair was Stu Butler and his term expired and was re-appointed on the board.

MOTION

John Manka motioned to appoint Stu Butler as Chairman of the Downtown Development Authority Board; David Miles seconded the motion; the motion carried unanimously by the DDA.

2024 Draft DDA Budget:

Staff introduced the 2024 DDA Budget to the board. The budget must be introduced to the DDA Board, by State requirement, before October 15th of each year. The budget will then be presented to Town Council for approval and then brought back to the DDA for adoption. Before adoption by the DDA Board, staff will run an article in the CR Newspress letting the public know that the budget is available for review.

MOTION

Stu Butler motioned to direct staff to present the 2024 DDA Budget to Town Council including any necessary minor changes; David Miles seconded the motion; the motion carried unanimously by the DDA.

City Hotel - 415 Perry Street:

White Development has proposed a project in Downtown Castle Rock in the Downtown Core at 415 Perry Street and proposes an adaptive reuse of the Old City Hotel along with the construction of a new boutique hotel on the same site. The project also proposes to incorporate a lobby and luxuriously appointed food and beverage concept into the historic structure, as well as a rooftop bar on top of the new boutique hotel building. The project also proposes some leasable retail space on the first floor of the new building. The new building is proposed as a 4-story building, with the 4th floor stepped back and not encompassing the full floor plate of the building. The 4th floor would house a rooftop bar and 4 hotel units and would have a total building height of ~45 feet.

The DDA Board in a public meeting on December 8, 2022, discussed the proposed project at 415 Perry Street, and the board was in agreement that the proposed project would have a positive impact on Downtown, fit the goals and intent laid in the DDA Plan of Development and that the Town/DDA should assist the project in finding ways to make the project viable, including identifying offsite parking.

Two barriers were identified by staff and the developer as preventing the project from moving forward. The first challenge identified by the staff was the lack of space available on the project site for parking as required by the Town Code and general market need for parking. The second challenge identified by the developer was the need and request for assistance in financing the project. The developer requested a low interest loan that would be paid back over time, citing several challenges.

Town and DDA staff have evaluated the project challenges, received an independent third party analysis of the gap on the project, and has negotiated a potential deal with the developer. The DDA Board, and subsequently Town Council, have the opportunity to review and if desired, approve a redevelopment agreement with the goal of supporting this project and these aspects of the project

- restoration of the Historic City Hotel,
- addition of a boutique hotel,
- addition of an upscale bar/lounge in the historic hotel,
- addition of a rooftop bar,
- and small amount of new first floor commercial/retail space.

Staff is requesting that the DDA Board, and ultimately Town Council, review the proposed terms, which were presented in the meeting, for a redevelopment agreement and take action on it.

MOTION

David Miles made a motion to recommend to Town Council the terms as presented, with minor changes as necessary, for a Redevelopment Agreement with White Development for the construction of the proposed City Hotel project at 415 Perry Street consistent with the Plan of Development, and goals and priorities of the DDA and Town Council; Stu Butler seconded the motion; the motion carried unanimously by the DDA.

ADJOURN

There being no further DDA business, the meeting was adjourned at 1:16PM.

The Castle Rock Downtown Development Authority approved these minutes on

9.14.2023
Date



John Manka, DDA Secretary

9.14.2023
Date



Bernie Greenburg, DMA Secretary