

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

The Board of Directors of the Castle Rock Downtown Alliance met in regular session on March 10, 2022, in person at the Town Hall Council Conference Room at 12:00PM.

**PRESENT**

The Alliance meeting started at 12:02PM.

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

**DDA Members Present:** Stu Butler, Andrew Wasson, John Manka, Kim Heideman, Kevin Bracken

**STAFF:** Kevin Tilson, Karah Reygers, Katelyn Cuff

**PUBLIC ATTENDEES:** Caryn Johnson – Town Council, Matt Call – NavPoint RE (611 North Wilcox Rep), Kristin Read – Assistant Town Manager, Brad Boland – Long-range Project Manager, Jason Gray – Mayor of Castle Rock

**CALL TO ORDER**

KC Neel called the Downtown Merchants Association meeting to order at 12:03PM

**UNSCHEDULED PUBLIC COMMENT:**

No unscheduled public comment.

**DMA ACTION ITEMS AND UPDATES**

**2022 Events Update**

Katelyn Cuff spoke to the board about the upcoming event season. The Castle Rock Downtown Merchants Association has been working diligently toward solidifying the event details for each event, including beverage providers, entertainment, food vendors, potential sponsors/vendors, and event suppliers. The following suppliers are confirmed for the 2022 season – face painting & balloon artists, ice, inflatables & lawn games, portable toilets, power, and stage providers.

**2022 DMA Budget**

Katelyn Cuff discussed the 2022 DMA Budget with the board, giving a high-level overview of the nineteen events planned for the season. The staff has seen an increase in costs for beverage providers, entertainment, and other suppliers. The DMA will be paying more for each category, but to mitigate some cost we have increased the beer sale price to \$7.00 this year, an \$1.00 increase from the 2021 event season. Katelyn continued through the budget pointing out a few key components and offered to meet with the board outside this board meeting to discuss further. She closed by asking the board for activation ideas, feedback, and other ideas the room could collaborate to improve the events within the proposed 2022 budget.

**MOTION**

Bernie Greenberg motioned to approve the DMA Budget as presented; Aidan Gray seconded the motion; the motion carried unanimously by the DMA.

## **ADJOURN**

There being no further DMA business, the meeting was adjourned at 12:14PM.

## **CALL TO ORDER**

Stu Butler called the Downtown Development Authority meeting to order at 12:15PM

### **Unscheduled Public Comment:**

No public comment

### **Staff Update:**

No staff update presented at this meeting.

## **ALLIANCE ACTION ITEMS AND UPDATES**

### **2022 Meetings Schedule**

Kevin Tilson spoke about the schedule for the coming year for the DDA, DMA and Alliance meetings. The DMA is still looking at a schedule for the coming year, which would look something like the DMA meeting every other month and DDA meeting every month. Kevin encouraged and welcomed the board to attend all meetings. Kevin then shared that based on board feedback, room availability and conflicts, the board will not continue to meet on the 1<sup>st</sup> Thursday of every month and will shift to the 2<sup>nd</sup> Thursday of every month. This allows the board to meet over lunch as requested, utilize available meeting room space that is not available on the 1<sup>st</sup> Thursday and not conflict with EDC board meetings on the 1<sup>st</sup> Thursday. He pointed out the Resolution: 2022-02 on page 19 in the packet for the DDA to formally approve the board date change.

**PUBLIC COMMENT:** No public comment.

## **MOTION**

John Manka motioned to approve the Resolution: 2022-02 as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

### **April 2022 Meeting**

Kevin Tilson spoke about the approved Resolution: 2022-02 on page 19 and mentioned that the DMA staff had a conflict for April on the 2<sup>nd</sup> Thursday of the month, as the staff will be out of town at a DCI Conference from Tuesday, April 12<sup>th</sup> – Friday, April 15<sup>th</sup>. Kevin then proposed meeting on the 3<sup>rd</sup> Thursday of April, being Thursday, April 21, 2022, at the Douglas County Library for the Alliance Board Meeting and Public Downtown Stakeholder’s Meeting work session. The staff mentioned that they hoped to get a lot of feedback about Downtown infrastructure. Kevin pointed out the Resolution: 2022-03 on page 20 in the packet for the DDA to formally approve the April 2022 Meeting change.

## **MOTION**

Andrew Wasson motion to approved Resolution: 2022-03 as presented; John Manka seconded the motion; the motion carried unanimously by the DDA.

**PUBLIC COMMENT:** No public comment.

## **MOTION**

Andrew Wasson motioned to approve the Resolution: 2022-03 on page 20 as presented; John Manka seconded the motion; the motion carried unanimously by the DDA.

#### **DDA/DMA Sublease**

Karah Reygers directed the board to page 21, which is the **18 S Wilcox Ste #202, Castle Rock, CO, 80104** sublease, and then the First Amendment to that lease on page 24. The staff found that the sublease that the Alliance holds was one year off of the lease that's held by Castle Rock EDC. Instead of dealing with this next year, the staff spoke to legal counsel to make the sublease and lease align. Karah then mentioned that the staff had legal counsel draft an amendment that puts language for the sublease to expire at the same time as the lease, which is December 31, 2024. The board can choose to approve this amendment provided in the packet today.

**PUBLIC COMMENT:** No public comment.

#### **MOTION**

DMA: Bernie Greenberg motioned to approve the First Amendment to Sublease: 18 S Wilcox Street, Ste #202, as presented; Jennifer Luce seconded the motion; the motion carried unanimously by the DMA.

DDA: Kim Heideman motioned to approve the First Amendment to Sublease: 18 S Wilcox Street, Ste #202, as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 12:24PM.

#### **CALL TO ORDER**

Stu Butler called the Downtown Development Authority meeting to order at 12:30PM.

**Minutes Approval:** John Manka motioned to approve the Alliance Board Minutes for February 10, 2021; Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

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

**STAFF UPDATE:** No staff update

#### **DDA ACTION ITEMS AND UPDATES**

**DDA Board Vacancy:** Kevin Tilson spoke to the board about the open board seat on the DDA Board in the seat previously held by Nick Hier. The DDA selection committee made up of John Manka and Kim Heideman interviewed several applicants. Kevin mentioned that we had amazing candidates and gave the floor to John and Kim to present their recommendations. John spoke about the great interviews they had, but recommended David Miles as their choice because he is a Downtown resident, Downtown property owner, and Downtown business owner. Process-wise, the interview committee interviews the applicants, then they make a recommendation to the DDA Board. From there the DDA board can have discussion and the DDA board can make a recommendation to Town Council, then typically our council liaison would bring this up at the next Town Council meeting in coordination with DDA staff.

**MOTION**

John Manka motioned to send a recommendation to Town Council to appoint David Miles to the DDA board; Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

**Façade Grant Application – The Silo 611 Wilcox Street**

Karah Reygers introduced the façade grant application for The Silo 611 Wilcox Street. The DDA has formally received an application for 611 Wilcox Street, formally known as The Victorian Center. The new name will be The Silo. Karah shared that there is a high-level breakdown for the board to review on page 27 and the full application begins on page 31, including renderings, design, and additional information about the project. The Silo is looking to improve the paint, roof, signage, lighting, lettering, numbers, and more to bring it up to a more modern, inviting designed façade. The Silo is requesting the \$1,000 grant for design and \$5,000 grant for construction. The action item for this meeting is to have the board recommend or not recommend going up to that dollar amount for this façade grant application.

**DISCUSSION:**

Stu Butler spoke up and mentioned that it will be nice to see change to the building, where it will look like a modern farmhouse. Matt Call then spoke up, representative for The Silo, and said that the goal for the project is to reinvest in the property to attract new businesses, more investments on the property, and will make the North end of Wilcox Street pop! Karah Reygers then mentioned that May would be the goal for completion and Kim Heideman chimed in saying that this façade revamp was long overdue and would be a good thing for the community.

**UNSCHEDULED PUBLIC COMMENT:**

Jason Gray, the Mayor of Castle Rock, spoke up and said reinvestments are even better than redeveloping, as you can redo something on that building to revitalize the space. This Façade Grant Application that the DDA provides for us speaks volumes to Castle Rock and Downtown, and we at the Town appreciate that! Matt Call shared that as a result of the proposed façade investment, he has signed a new lease to the vacant space, and that it is a great vibrant business for Downtown. He also shared that because of the new vibrant business, now the property owner is going to make additional investment on the interior of the building, something that is great for the business owner, the property and long term for Downtown.

**MOTION:**

Kim Heideman motioned to approve the Façade Grant Application – The Silo 611 Wilcox Street as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 12:51PM.

The Castle Rock Downtown Development Authority approved these minutes on

6.9.2022  
Date

  
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John Manka, DDA Secretary

*[Faint, illegible text]*



6.9.2022  
Date

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Bernie Greenberg, DMA Secretary