

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Development Authority Board of Director's Meeting

MINUTES of February 10, 2022

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

PRESENT

The DDA meeting started at 12:00PM.

DMA Members Present: Aidan Gray, Desiree LaFleur, Jennifer Luce

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

STAFF: Kevin Tilson, Karah Reygers, Katelyn Cuff

PUBLIC ATTENDEES: Patty Van Eysden – Douglas County Libraries, Caryn Johnson – Town Council, Bob Cage – Bearded Man Coffee, and Landon Harmon – Bearded Man Coffee

CALL TO ORDER

Andrew Wasson called the Downtown Development Authority meeting to order at 12:03PM

APPROVAL OF MINUTES

Minutes Approval: Kim Heideman motioned to approve the **Alliance Board Minutes for December 2, 2021**; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

John Manka motioned to approve the **Alliance Board Minutes for December 16, 2021**; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT:

Caryn Johnson made a comment thanking staff for sending out a notice to residents, as well as Downtown business owners and property owners and the importance of this.

Staff Update:

Kevin Tilson let the board know that the Douglas County Fairgrounds wanted to create or collaborate on a partnership for the event after the Douglas County Fair Parade. Kevin asked the board for their thoughts on event collaboration.

DDA ACTION ITEMS AND UPDATES

Public Posting Notice

Kevin Tilson presented the Resolution 2022-01, which announces the public posting notice. The Castle Rock Downtown Alliance posts their notices publicly on the www.downtowncastlerock.com website.

Kim Heideman motioned to approve the **Resolution 2022-01 as presented for February 10, 2022**; Stu Butler seconded the motion; the motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT: No unscheduled public comment.

DMA Update

Katelyn Cuff presented a DMA status update for the upcoming 2022 event season. The DMA has secured all Title Sponsorships for the 2022 event season and are securing the entertainment, food/beverage providers, and suppliers for each event. Katelyn highlighted the DMA Sponsorship Packet, which was included in the February 2022 board packet.

UNSCHEDULED PUBLIC COMMENT: Kim Heideman mentioned the opportunity to bring a “Food Fest” to Downtown Castle Rock and Jennifer Luce mentioned “6202”. The board shared a few new event ideas.

Annual Metrics

Kevin Tilson presented the Annual Metrics through 2022, including updates on the 4 funding sources of the DDA; 3 Mill Levy, Town Match, Sales Tax Increment and Property Tax Increment.

UNSCHEDULED PUBLIC COMMENT: No unscheduled public comment.

Façade Grant Introduction at 421 Perry Street

Karah Reygers introduced the board to one of the new Downtown Castle Rock businesses, Bearded Man Coffee. Landon Harmon and Bob Cage attended the board meeting and explained their interest in the DDA Façade Grant. The two were looking for directive from the board as they embark on this process.

There was no motion for the board that day, but simply an introduction and open floor conversation. The board encouraged Bearded Man to pursue façade improvements and submit a formal application.

UNSCHEDULED PUBLIC COMMENT: No unscheduled public comment.

2022 Façade Grant Interest

Karah Reygers presented the potential Façade Grant applicants and mentioned that in one month seven businesses had applied for the DDA Façade Grant Program. A few businesses interested in the program include, Bearded Man Coffee, Castle Café, Perry Street Social District, and the Chamber. The board directed staff to put together numbers for a budget amendment to support these requests and bring the amendment back to the board.

UNSCHEDULED PUBLIC COMMENT: The board discussed potential marketing ideas and strategies that the DMA staff directed to be brought up at the next DMA meeting.

Potential Projects Discussion:

Kevin Tilson mentioned that the staff wanted to do a public presentation during the DDA and DMA board and Town Council and the public at a meeting in April. We will notify all DMA members about this presentation, specifically letting them know it pertains to public infrastructure. Some ideas include archway signage, a better connection to the Fair Grounds, adding trolley rides in the summer and winter, adding additional carriage ride days and natural area beautification.

Kevin explained that the reason one of the reasons why you want a DDA is to enhance the Downtown environment.

UNSCHEDULED PUBLIC COMMENT: Caryn Johnson wanted clarification on alley ownership, where business property ends and where Town property line begins.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 1:14PM.

The Castle Rock Downtown Development Authority approved these minutes on

3.14.2022

Date



John Manka, DDA Secretary

3.14.2022

Date



Bernie Greenberg, DMA Secretary