

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

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, Bernie Greenberg, John Johnson, Aidan Gray, Mark Heath, Jordan Hinton

DDA

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

STAFF

Kevin Tilson

ALLIANCE PARTNERS

Jason Gray – Castle Rock Mayor, Matt Gohl – Town of Castle Rock, Brad Boland – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber, DJ Beckwith – Douglas County, Deborah Degroff – Douglas County Housing Partnership

PUBLIC ATTENDEES

Caryn Johnson, Hilleary Everist, Morgan Brubaker

CALL TO ORDER DMA

KC Neel called the Downtown Merchants Association meeting to order at 12:02 PM and took attendance.

DMA ACTION ITEMS AND UPDATES

DMA Vendor Booth Policy

Kevin gave some background on why a DMA Vendor Booth Policy is being presented and explained the desire to update the policy with a goal to maintain a mission for the DMA to support merchants in Downtown Castle Rock and create and maintain an active and vibrant Downtown.

The intent of this policy is to ensure the following goals are met:

1. High-quality events are produced.
2. Downtown businesses receive opportunities to participate.
3. Opportunities to participate are available at all financial levels.
4. Events of different sizes are produced – large events attract large crowds of new customers and small events often result in customers doing more exploration of Downtown.

The updated vendor booth policy will be saved with DMA Bylaws and is intended to be revisited from time to time, and if needed, updated to reflect the goals of Castle Rock DMA. Kevin asked the board to review the policy and provide comments before the next meeting.

2024 Carriage Ride Update

For the 2024 Holiday Season, the DMA and DDA are once again offering carriage rides for purchase in Downtown. Here is a quick list of Carriage Ride Information for this season:

- There will be roughly 550 rides offered for purchase again this year.
- Rides are available Weds. to Sun. each week:
 - Weds. - Fri. (4:30-8:30pm)
 - Sat. - Sun. (5:00-8:00pm)
 - 11/24/2024 to 1/2/2025 (excluding 11/28, 12/25 and 12/31)
- Tickets are \$40 and one ticket reserves the entire carriage – 4 adults OR 5 people w/ kids based on weight.
- In Person Ticket Sales: Weds., November 13, 2024 at 4pm at Philip & Jerry Miller Library.
- Online Ticket Sales: Weds., November 20, 2024 at noon; the link to buy tickets will be made available on our Facebook, Instagram and this webpage.

The DMA and DDA have upgraded their ticket provider this season to be using Fareharbor a national tourism ticket sales provider.

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:32PM.

CALL TO ORDER ALLIANCE

Stu Butler called the Downtown Alliance meeting to order at 12:32PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval:

Alliance – May 9, 2024

Mark Heath motioned to approve the May 9, 2024 Alliance Board Minutes as presented; Aidan Gray seconded the motion; the motion carried unanimously by the DMA.

David Miles motioned to approve the May 9, 2024 Alliance Board Minutes as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

DDA – August 8, 2024

Andrew Wasson motioned to approve the August 8, 2024 Alliance Board Minutes as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

DMA – September 12, 2024

John Johnson motioned to approve the September 12, 2024 Alliance Board Minutes as presented; Jordan Hinton seconded the motion; the motion carried unanimously by the DMA.

Staff Update

Kevin gave a quick update on the following items:

- Service Contract Presentations - 11/19/24
- The City Hotel Project Update
- The View Project Update

Action Items and Updates

There were no items to discuss.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:46PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 12:46PM and took attendance.

DDA ACTION ITEMS AND UPDATES

Resolution 2024-005 – Cancelling the Sept. 12, 2024 Meeting

The DDA cancelled their September 12, 2024, regularly scheduled meeting because no business or action from the board was needed. Per bylaws and prior Council direction, the DDA Board needs to ratify this cancellation with a resolution.

As a reminder, the DDA Board schedule is always subject to change based on the needs of the board. Meetings may be rescheduled or cancelled per DDA bylaws, and additional or special meetings may be held outside of regular meetings.

Motion

Andrew Wasson motioned to approve Resolution 2024-05 as presented; John Manka seconded the motion; the motion carried unanimously by the DDA.

Façade Grant – 403 Perry Street – Reyn Rock Senior Apartments

The property owner at 403 Perry Street has, has submitted a façade grant application for the updates planned for the property. A summary of that request was provided.

Motion

Kim Heideman motioned to approve the façade grant funding for 403 Perry Street in the amount of \$6000 for construction and materials (and design); Josie Adler seconded the motion; the motion carried unanimously by the DDA.

Resolution 2024-004 – 2025 DDA Budget

The 2025 DDA Budget was introduced to the DDA Board on August 8, 2024 and recommended to Town Council. The 2025 DDA Budget was approved by Town Council on October 1, 2024. Public Notice was provided in the Castle Rock News Press on November 5, 2024, and the budget and budget message have been available for inspection by the public for a week leading up to this meeting. The Board can now formally adopt the budget or recommend any changes.

Motion

David Miles motioned to approve Resolution 2024-04 adopting the 2025 DDA Budget 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 1:01PM.

The Castle Rock Downtown Development Authority approved these minutes on

11.14.2024

Date

A handwritten signature in black ink, consisting of several overlapping, slanted strokes that form a stylized, somewhat abstract shape.

John Manka, DDA Secretary

11.14.2024

Date

A handwritten signature in blue ink, featuring a large, stylized initial 'B' followed by several loops and a long, sweeping tail.

Bernie Greenberg, DMA Secretary