

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Downtown Alliance Board of Director's Meeting**  
**MINUTES of September 12, 2024**

**ATTENDANCE FOR ALL MEETINGS**

**DMA**

Jordan Hinton, Desiree LaFleur, KC Neel, Lou Scileppi

**DDA**

Andrew Wasson, David Miles

**STAFF**

Birgit Braehler, Kevin Tilson, Karah Reygers

**ALLIANCE PARTNERS**

Marcus Notheisen – Castle Rock EDC, Kevin McHugh – Castle Rock Chamber, George Teal – Douglas County Commissioner

**PUBLIC ATTENDEES**

Erin Kane, Allison Rausch, Hilleary Everist

**CALL TO ORDER DMA**

KC Neel called the Downtown Merchants Association meeting to order at 12:07PM and took attendance.

**DMA ACTION ITEMS AND UPDATES**

**Douglas County School District Update**

DCSD superintendant Erin Kane provided a short update on school performance and the need to place before voters a \$490 million Bond that would have no tax increase.

**DMA Board Positions**

Following the DMA election in the spring, the Downtown Merchants Association needs to appoint/re-appoint a Vice President and Treasurer on the board. Aidan Gray has indicated he is still willing to serve as the Vice President if the board so chooses. No one has volunteered to serve as Treasurer since the last meeting. With several DMA board members absent it was decided to table the vote until the next meeting.

**Motion**

Jordan Hinton motioned to table the vote for Vice President and Treasurer positions until the next DMA Board meeting; Lou Scileppi seconded the motion; the motion carried unanimously by the DMA.

### **Spring Kick Off Concert**

This event welcomed the Castle Rock community to Festival Park on May 18, 2024, from 5-10pm to celebrate the start of better weather and community events. The concert featured Sarah P. and the Dirty Logger and headliner Premium Diesel, who are both local bands, that played to a family friendly crowd. Several local breweries were present to serve the public including Rockyard Brewing Co., Great Divide Brewery & Roadhouse, Wild Blue Yonder Brewing Co., 105 West Brewing Co., and Mystic Mountain Distillery. Eight food trucks were present providing everything from BBQ to bundt cakes. Families enjoyed free face painters and balloon art. An estimated 3,000 people were in attendance. Karah briefly went over the P&L for the event.

### **Movie in the Park**

A community favorite, Movie in The Park was back this year on Saturday, June 1<sup>st</sup> and featured The Super Mario Bros. Movie. The park was packed with an estimated 1,750 people enjoying a beautiful summer evening and tons of family fun. Face painters, balloon artists, vendor booths and fun activities kept everyone entertained until showtime. Great Divide Brewery, Wild Blue Yonder Brewing, 105 West, Purgatory Wine Cellars and Moly Brown Distillery kept things cool with adult beverages. Karah briefly went over the P&L for the event.

### **Car Show Weekend (Car Show Street Party & Concert – Fri. & Classic Rock Cruise-In Car Show)**

**Car Show Concert:** On Friday, June 14, 2024, the DMA held a fantastic kickoff to the weekend festivities with a Street Party and Concert from 6-9pm at 4<sup>th</sup> and Wilcox Street. After some rain earlier in the day and the threat of hail, the sun came out and gave the community perfect weather for the event. Roughly 50 cars from the members of the Vintage Car Club of Castle Rock were on display. Entertainment was provided by the band, Shelvis and Roustabouts and local beverages were available from Rockyard, Wild Blue Yonder, 4 Noses, 105 West Brewery, 105 West Bear'l Cellars and Molly Brown Distillery. Staff received positive feedback from participants and partners.

**Classic Rock Cruise-In Car Show:** The Castle Rock community celebrated the 16th Annual Classic Rock Cruise-In Car Show on Saturday, June 15, 2024, in partnership with the Vintage Car Club of Castle Rock. With excellent weather, over 300 classic and exotic cars, a free rock-climbing wall, free bounce houses, a free face painter and free balloon artist. Local bands, Scarecrow Revival and longtime band at the car show, The Atomic Drifters, played car show music enjoyed by all ages. There were 9 different food trucks providing a great selection of food, desserts and snacks at the event. Beverages were available from Rockyard Brewing Co., 4 Noses Brewing Co., Wild Blue Yonder Brewing Co., 105 West Brewing Co., 105 West Bear'l Cellars, and Molly Brown Distillery. This Car Show Weekend was the largest Car Show that the DMA has produced, and it was rewarding to see so many happy people in Castle Rock at the event.

Karah briefly went over the P&L for the events.

### **Boots and Brews**

Always a community favorite, the Boots & Brews event was held on Saturday, July 27<sup>th</sup> 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 live music by Brennen Futa, The 101<sup>st</sup> Army Band, and local favorite The John Saunders Band. Guests also

enjoyed a mechanical bull, face painting and balloon artistry. Local breweries: 105 West Brewing Co., Rockyard Brewing, Great Divide Brewing Co., Los Dos Potrillos, Wild Blue Yonder, and Elizabeth Brewing Co. kept the cold brews flowing while Mystic Mountain Distillery and Bear'l Cellars served unique cocktails and wine.

Karah briefly went over the P&L for the event.

### **2025 Events Schedule**

DMA Staff recently met with Town Special Events Staff to review the calendar for 2025 and the below list of proposed DMA Events. The Town Special Events Staff presented our list to the Special Events Committee last week and the Committee approved our proposed dates and events, and indicated there were no date conflicts. Staff presented these events for approval from the DMA Board for the proposed list of 2025 events. Staff indicated that once these events were approved they would create a Sponsorship Packet for this list of events for 2025. The Town of Castle Rock has pushed Service Contract Request Presentations back to November for this year. The approval of the DMA's Service Contract is the final approval needed for DMA Staff to begin making commitments for next year's DMA events.

May 17: Spring Kickoff Concert  
5 to 10 p.m. | Festival Park

Wednesdays in June, July & August: Jazz in the Park  
6:30 to 8:00 p.m. | Festival Park

June 13: Car Show Street Party & Concert  
6 to 9 p.m. | Wilcox Square

June 14: Classic Rock Cruise-In Car Show  
10 a.m. to 3 p.m. | Wilcox Square

July 26: Boots & Brews  
11 a.m. to 4 p.m. | Festival Park

Sept. 20: Oktoberfest  
1 to 9 p.m. | Wilcox Square

Oct. 24: Fangtastic Festival  
noon to 3 p.m. | Festival Park

### **Unscheduled Public Comment**

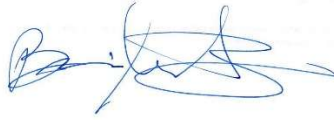
Commissioner George Teal shared that the County is working on a revised Fairgrounds Master Plan that will include a bridge to connect the Fairgrounds to Downtown Castle Rock.

He also announced that there will be a Veterans Day celebration at the Veterans Hall on November 9, 2024.

**ADJOURN**

There being no further DMA business, the meeting was adjourned at 1:20PM.

The Castle Rock Downtown Merchants Association approved these minutes on

A handwritten signature in blue ink, appearing to read "Bernie Greenberg", is centered on the page. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

11.14.2024

Date

---

Bernie Greenberg, DMA Secretary