

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Downtown Alliance Board of Director's Meeting**

**MINUTES of October 6, 2016**

The Board of Directors of the Castle Rock Downtown Merchants Association, Downtown Alliance and Downtown Development Authority met in regular session at 3:30pm on Thursday, October 6, 2016 at The Move, located at 202 Sixth Street, Castle Rock, CO 80104.

**DDA Board Members Present:** Jason Bower, Greg Boman, Dennis Dickey, Stu Butler, KC Neel, Renee Valentine

**DMA Board Members Present:** Jason Gray, John Manka, Steve Spencer, Nick Lucey, Kathy Church, Nicole Sanders

**Alliance Staff Present:** Kevin Tilson, Alliance Director; Angie Vencill; Alliance Assistant Director

**Public Attendees:** Suzanne Larue; Lynn Hurlburt

**DMA ACTION ITEMS AND UPDATES**

**2016 Oktoberfest and Date Night Movie Brief Update:** The Date Night Movie P&L was presented for the board's review. Attendance for the event was estimated at 75.

The 2016 Oktoberfest event was hosted in Downtown on Saturday, October 1 from 1pm-8pm. Attendance is estimated at 10,000-12,000. Preliminary numbers show that kegs served is up approximately 18% and ticket sales are up approximately 25%. A preliminary P&L will be presented at the November board meeting.

**Downtown Engagement:** The DMA staff is looking to the board for ideas of how to engage the Downtown business community. The Alliance staff organizes 3-4 stakeholders meetings each year to connect with the Downtown business and property owners. On average, attendance is around 12-15 people.

Additionally, there has been discussion throughout the last several years if the DMA should charge membership dues. Currently, the DMA is a free membership organization. The Board directed staff to prepare 2-3 examples of membership dues and benefits packages for the Board to review at the January board meeting.

**2017 Summer Event Series:** The Board briefly reviewed potential events for 2017. The consensus of the board was to elevate the core events that the DMA currently hosts. Ideas for events included: family friendly rave, Cinco de Mayo and concerts.

Being no further business, the DMA adjourned at 4:10pm.

Jason Bower called the DDA meeting to order at 4:10pm.

## DDA ACTION ITEMS AND UPDATES

**2017 DDA Budget Introduction:** The proposed 2017 DDA Budget was presented to the Board. Staff provided an introduction of the budget to the board to seek direction on any needed changes. KC Neel motioned to approve the budget as presented and recommend to the Town Council at the October 18, 2017 meeting date, seconded by Stu Butler; vote carried unanimously.

**DDA Annual Metrics:** Alliance staff provided an update on the following items:

- \$1.2 million of accumulated Sales Tax Increment from 2012, 2013 and 2014
- 4 funding sources of the DDA
  - o Mill Levy
  - o Mill Levy Match
  - o Sales Tax Increment
  - o Property Tax Increment
- Projection for property and sales tax increment (Downtown Special Fund)

**Executive Session:** Stu Butler moved that the Castle Rock Downtown Development Authority hold an Executive Session to determine positions relative to matters that may be subject to negotiations, develop a strategy for negotiations and/or instruct negotiations pursuant to CRS 24-6-402(4)(b), motion was seconded by Mike Trede; motion carried unanimously via roll call vote.

The meeting was called back into regular session at 5:15pm.

## ADJOURN

There being no further Downtown Development Authority business, the meeting was adjourned at 5:15pm.

The Castle Rock Downtown Alliance approved these minutes on

November 3, 2016

Date

Angela Vencill

Angela Vencill, Secretary