

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

**MINUTES of February 5, 2015**

The Board of Directors of the Castle Rock Downtown Merchant's Association, Downtown Alliance and Downtown Development Authority met in regular session at 3:00 pm on Thursday, February 5, 2015 at the first floor conference room in the Town Hall Building, located at 100 North Wilcox, Castle Rock, CO 80104.

**PRESENT**

**DDA Members Present:** Greg Boman, Jason Bower, Mike Trede, Dennis Dickey, Stu Butler, Renee Valentine

**DMA Members Present:** Jason Gray, John Manka, Nicole Sanders

**DDA Members Absent:** KC Neel

**DMA Members Absent:** Kathy Church, Michaela Bacon, Kathy Church, Joel Gittleman

**STAFF**

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager; Terri Goudy, Event Coordinator

**ALLIANCE PARTNERS:** Lynne Hurlburt, Castle Rock Chamber of Commerce; Bill Detweiler, Town of Castle Rock;

**PUBLIC ATTENDEES:**

**CALL TO ORDER**

Jason Gray called the Downtown Merchant's Association meeting to order at 3:40pm.

**DMA ACTION ITEMS AND UPDATES**

**Discussion on DMA Board Election Process:** Per the DMA bylaws, there is not a term limit on Board positions but directors may serve as an officer on the board for a period of 2 years. Jason Gray and John Manka are currently up for re-election to the Board. Staff is in the process of organizing the election process which includes announcement of open positions, solicitation of potential directors, development of ballot and electronic voting, collection of votes, announcement of new board members and election of new officers.

**Finalize 2015 Event Details:** The board discussed final movie options for the four Starlight Movies. Staff presented the proposed line up for the Starlight movies: (Alexander and the Terrible, Horrible, No Good, Very Bad Day; Big Hero 6, Cinderella and Captain America). Since there was not a quorum of the DMA board, staff emailed the board for electronic vote. Four of the four respondents (Jason Gray, John Manka, Steve Spencer and Nicole Sanders) voted to approve the movies as suggested by staff.

Staff distributed the street closure forms to Directors to get Downtown business signatures. Each board member was encouraged to get in front of the local businesses to generate excitement about the 2015 events and the DMA in general.

Staff presented the 2015 Sponsor Benefit sheet for marketing sponsors and vendors for the 2015 Summer Event Series. The benefits for the Sponsors have remained the same year over year. The pricing structure, however, has been updated to a per event pricing model rather than package pricing for the 6 primary events. Since there was not a quorum of the DMA board, staff emailed the board for electronic vote. Four of the four respondents (Jason Gray, John Manka, Steve Spencer and Nicole Sanders) voted to approve the benefits sheet as suggested by staff, with the exception of the Oktoberfest glasses. John Manka stated that he was not in favor of the sponsor name being on the Oktoberfest glasses.

Staff is working on updating the Sponsor and Vendor Agreements for the 2015 Summer Event Series. The agreements, along with the Benefits Sheet, will be distributed next week to begin soliciting sponsor and vendors for the 2015 Event Series.

Staff has finalized the Volunteer Spreadsheet which includes volunteer opportunities for each of the events for the season. Nichole Sanders, Volunteer Coordinator, will be in charge of managing the spreadsheet and lining up volunteers for each event. The spreadsheet will be shared with the Board for viewing on Google Docs this month.

Staff is also preparing and finalizing the checklists for each event to make available on Google Docs. Each checklist will detail what tasks staff, lead board member and volunteers are in charge of.

#### **AJOURN**

There being no further DMA business, the meeting was adjourned at 4:05 pm.

#### **CALL TO ORDER**

Greg Boman and Jason Gray called the Downtown Alliance meeting to order at 4:15 pm.

#### **APPROVAL OF MINUTES**

**Minutes Approval:** Mike Trede moved to approve the minutes of January 15, 2015 with the change of putting Dennis Dickey under the "DDA Members Absent", seconded by Jason Bower; the minutes were approved unanimously by the DDA. There was not a quorum for the DMA to vote on the minutes.

Staff emailed the Board for electronic vote and four of the four respondents (Jason Gray, John Manka, Steve Spencer and Nicole Sanders) approved the minutes with the changed noted above.

#### **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

#### **ALLIANCE ACTION ITEMS AND UPDATES**

**Director Update:** The Alliance Director provided a short update to the Alliance Board. The Alliance has submitted the Annual Report to the Town of Castle Rock, staff will email that report to the Boards. Staff has met with Standard Parking, Fabby Hillyard, who is interested in handling parking enforcement in Castle Rock and potentially a public private partnership to build a parking structure in Downtown Castle Rock. Kevin Tilson applied to be on the Colorado Lending Source Loan Review Committee. He has been offered and accepted this position which will be a great source of information for economic indicators throughout the front range and knowledge of creative deal structures.

Stephanie Case with the EDC has announced her departure in May 2015. The EDC and the Alliance are working together to structure the position(s) that will be created by her vacancy.

**Festival Park Update:** Staff and the Festival Park Committee narrowed the search to the following four designers: Norris Design, Design Concepts, Stanley Consultants Inc, and Design Workshop. The interview process concluded on Tuesday, February 3, 2015. A final selection of designer will be made at Town Council on March 3, 2015.

**Officer Adsit Post Event Discussion:** The Adsit Family Benefit was hosted at the Rink at the Rock on Friday, January 30, 2015 from 4pm – 9pm. A few of the surrounding businesses helped in the fund raising efforts. Combined donations from Police, Rink at the Rock, You Boutique, Lost Coffee, Castle Rock Bike & Ski and Copperfalls totaled \$1,976.84. The event received great publicity from the local media, including Fox 31 News and Channel 7 News; both stations aired a live remote story on their Friday night news at 9pm and 10pm respectively.

**Social Media Policy:** Staff proposed a social media policy to be adopted and placed on the “About” section of the Downtown Castle Rock Facebook home page. The verbiage is in line with the Town of Castle Rock’s Facebook page policy and will allow administrators of the page to remove any posts and point the author to the policy. Stu Butler motioned to approve the verbiage proposed to be placed on the “About” section of the Downtown Castle Rock Facebook home page; Jason Bower seconded the motion, the motion carried unanimously. There was not a quorum for the DMA to vote on the proposed policy. Staff emailed the Board for electronic vote and four of the four respondents (Jason Gray, John Manka, Steve Spencer and Nicole Sanders) approved the policy.

**Common Consumption Area:** Staff has collected information on the requirements for the adoption of a Common Consumption Area in Downtown Castle Rock. Staff and the Town of Castle Rock are working

side by side to determine what steps would need to be taken and is seeking direction from both boards on whether this is something that staff should pursue. Stu Butler made a motion to direct staff to pursue collecting information and requirements for the adoption of a Common Consumption Area in Downtown Castle Rock; Mike Trede seconded the motion, the motion carried unanimously.

**Front Street Parking:** Thomas Reiff from the Town of Castle Rock reached out to staff to provide an update on the Front Street Parking meeting that took place last week. Thomas joined the meeting and provided materials.

#### **ADJOURN**

There being no further Alliance business the meeting was adjourned at 5:15 pm.

#### **CALL TO ORDER**

Greg Boman called the Downtown Development Authority meeting to order at 5:15 pm.

#### **UNSCHEDULED PUBLIC COMMENT**

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

**Downtown Increment Discussion:** On December 18, 2014, the DDA reviewed a proposal to accomplish a number of important objectives for the DDA including: establishing a DDA Special Fund to be used to hold and accumulate Sales and Property Tax Increment; Placing 2015 Sales Tax into the DDA Special Fund; and making a recommendation for the use of Sales Tax Increment that was generated in 2012, 2013 and 2014, which totals roughly \$1,200,000. Staff presented a potential recommendation for the DDA Board to consider that doesn't stray much from the original budget but adds some detail to its use. After reviewing the summary of total dollars and uses of those roughly \$1,200,000, Stu Butler motioned to have staff write a letter to Town Council with the DDA's recommendation for the use of the accumulated roughly \$1,200,000; Jason Bower seconded the motion, the motion carried unanimously.

**TOWN/DDA Increment IGA:** DDA Staff, DDA Chair, DDA Legal Counsel, Town Finance Staff and Town Legal Counsel met today to discuss an IGA between the DDA and Town as it relates to DDA Increment, DDA Special Fund and any loan that the Town and DDA would be engaged with. Documents are being prepared for DDA Board and Town Council review and approval.

**Banner Approvals:** Staff presented banners for approval from Angie's Restaurant, Crowfoot Valley Coffee, Town of Castle Rock, Castle Police and Castle Rock Fire.

- Angie's Restaurant banner: Stu Butler motioned to approve the banner as presented, Dennis Dickey seconded the motion, motion carried unanimously.

- Crowfoot Valley Coffee banner: Dennis Dickey motioned to approve the banner as presented, Stu Butler seconded the motion, motion carried unanimously.
- Town of Castle Rock banner: Stue Butler motioned to approve the banner as presented, Dennis Dickey seconded the motion, motion carried unanimously.
- Castle Rock Police banner: Dennis Dickey motioned to approve the banner as presented, Stu Butler seconded the motion, motion carried unanimously.
- Castle Rock Fire banner: Stu Butler motioned to approve the banner as presented, Dennis Dickey seconded the motion, motion carried unanimously.

**ADJOURN**

There being no further DDA business the meeting was adjourned at 6:25pm.

The Castle Rock Downtown Alliance approved these minutes on

March 5, 2015

Date

Angela Vencill

Angela Vencill, Secretary