

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

**MINUTES of March 20, 2014**

The Board of Directors of the Castle Rock Downtown Alliance met in regular session at 4:00 pm on Thursday, March 20, 2014 at the Philip S. Miller Library, 100 South Wilcox, Castle Rock, CO 80104.

**PRESENT**

**DDA Members Present:** Greg Boman, Jason Bower, KC Neel, Mike Trede, and Bill Schlanger

**DMA Members Present:** Jason Gray, Steve Spencer, John Manka, Kathy Church, and Jane Smith

**ABSENT**

**DDA Members Absent:**

**DMA Members Absent:** Travis White, Nick Hier, Lee Darrigrand, Denise Fuller

**STAFF**

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager

**ALLIANCE PARTNERS INCLUDED**

Bill Detweiller, Lucia McConnell

**CALL TO ORDER**

Greg Boman and Jason Gray called the meeting to order at 4:00 pm.

**APPROVAL OF MINUTES**

**Minutes Approval:** John Manka moved to approve the minutes of January 16, 2014, seconded by Bill Schlanger; the minutes were approved unanimously by the DMA. The DDA approved these minutes at the February 20, 2014 meeting; there was not a quorum by the DMA at that meeting.

Mike Trede moved to approve the minutes of February 20, 2014, seconded by Jason Bower; the minutes were approved unanimously by the DDA. John Manka moved to approve the minutes of February 20, 2014, seconded by Bill Schlanger; the minutes were approved unanimously by the DMA.

**UNSCHEDULED PUBLIC COMMENT**

Lucia McConnell spoke about QR Storytelling, a business that combines the history of Castle Rock with visual art and presents a digital story. She would like the Alliance to consider assisting her in putting together a map of Historic Downtown Castle Rock.

**ALLIANCE UPDATES AND ACTION ITEMS**

**Newsletter:** Kevin Tilson announced that the first edition of the newsletter was sent out to the Downtown Stakeholders.

**Letter of Support, The Move:** Kevin Tilson presented Letters of Support for The Move from the DDA and the DMA.

**Letter of Support, Quiet Zone:** Kevin Tilson presented Letters of Support for the Quiet Zone. John Manka moved to approve the DMA letter with a "quality of life" statement included, seconded by Bill Schlanger; the letter was approved unanimously by the DMA. Jason Bower moved to approve the DDA letter with a "quality of life" statement included, seconded by KC Neel; the letter was approved unanimously by the DDA.

**News Press Article:** Kevin Tilson presented the Castle Rock News-Press article from March 13, 2014 about the City Hotel. Local historians are concerned about the future of the oldest building in Castle Rock.

#### **DMA UPDATES AND ACTION ITEMS**

**Events Committee Update:** Angie Vencill presented the Events Committee update. She noted that the movies had to be moved around due to Disney viewing dates. Past sponsors have been contacted and efforts are being made to reach out to new potential sponsors. Entertainment and themes for each event are being solidified.

**Banner Committee Update:** It was determined that 1/3 of the badly worn banners would be removed and filled with extras from the Town. There was discussion of phasing in a pilot program for individual businesses to sponsor banners with location and content requiring approval. The Alliance will determine if there is value in purchasing banners to advertise events.

**DMA Elections:** As determined at the February 20, 2014 Alliance meeting, elections for the DMA board will be held in April. The timeline for the election process was outlined.

**Treasurer Update:** Bill Schlanger reviewed the DMA financial statements.

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

**695 Jerry Street Update:** Bill Detweiller presented an update on the 695 Jerry Street property. The updated plans with exterior changes were presented. It was decided that the property owner would be invited to attend a Board meeting to help in the understanding of his financial situation.

**Rink Update:** Kevin Tilson presented the Rink update that was presented to Town Council at the March 18, 2014 meeting.

**Chair/Vice Chair/Treasurer Appointment Announcement:** DDA Board appointments and nominations were discussed and voted on at the March 6, 2014 Board Meeting. The new appointments are as follows: Greg Boman, Chair; Jason Bower, Vice Chair; Mike Trede, Treasurer; Alliance Staff, Secretary.

**Trolley Sponsorship:** Kevin Tilson presented a request from the Town for the DDA to sponsor the Trolley again this year. After discussion it was determined that Kevin Tilson would go back to the Town and request pricing for smaller sponsorships.

**Treasurer Update:** Kevin Tilson and Mike Trede presented the invoices paid for the DDA since the February 20, 2014 meeting. With input from Bill Schlanger, CPA, financial statements were reviewed. Mike Trede motioned to engage Marc James & Associates PC to conduct the 2014 audit, KC Neel seconded the motion; the motion carried by unanimous vote.

**ADJOURN**

There being no further business the meeting adjourned at 5:45 pm.

The Castle Rock Downtown Development Authority approved these minutes on

May 15, 2014  
Date

Angela Vencill  
Angela Vencill, DDA Secretary