

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

**MINUTES of November 3, 2016**

The Board of Directors of the Castle Rock Downtown Merchants Association, Downtown Alliance and Downtown Development Authority met in regular on Thursday, November 3, 2016 at the Philip S. Miller Library, located at 100 South Wilcox Street, Castle Rock, CO 80104. The DMA meeting started at 3:30 pm.

**PRESENT**

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

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

**STAFF:** Kevin Tilson, Alliance Director; Angie Vencill, Assistant Director

**ALLIANCE PARTNERS:**

**PUBLIC ATTENDEES:**

**CALL TO ORDER**

Jason Gray called the meeting to order at 3:30pm.

**DMA ACTION ITEMS AND UPDATES**

**Oktoberfest P&L:** Oktoberfest 2016 was Saturday, October 1 at Wilcox Square. The event was very well attended with estimated attendance of 12,000. The preliminary P&L shows the DMA had a net income of approximately \$60,450, which is well ahead of the budgeted projection of \$32,742. Total sponsorships were \$33,260 (\$6,000 from the Town of Castle Rock, per the 2016 Service Contract); this amount was slightly ahead of budgeted amount by \$2,760 (budgeted \$30,500). Alcohol sales were \$14,413 ahead of budget (\$53,013 vs. \$38,600). Expenses and COGS were less than budget at \$29,504 vs \$36,358. This is, primarily, due to the fact that we went through fewer kegs than originally anticipated. The DMA was able to realize more net income off of fewer kegs, though, because rather than serving a 16 oz cup, we served a 12 oz cup; thus allowing us a larger profit per keg but causing us to go through fewer kegs. We paid beer providers on a "per keg tapped" basis so we were able to pay less for the total beer used but make more per keg tapped.

**2017 Proposed Event Dates:** Taking the feedback from the October board retreat, the DMA staff worked with the Town on a schedule of 2017 event dates. Following is the proposed event line up for next year (all locations are pending, dependent upon business approval) with the board recommendations for locations:

Date	Event	Per Service Contract	Location
Friday, May 5	Cinco De May Concert	Concert 1	Perry Street, between 4 <sup>th</sup> and 5 <sup>th</sup> , including Pavilion

Saturday, June 3	Starlight Movie	Movie 1	4 <sup>th</sup> Street, between Perry and Wilcox, including Gubbels parking lot
Friday, June 16	Car Show Concert	Car Show Concert	Wilcox Street
Saturday, June 17	Car Show	Car Show	Wilcox Square
Wednesdays, July 6 July 13 July 20 July 27	Splash in the Park	Splash in the Park	DCSD parking lot or lawn
Saturday, July 8	Starlight Movie	Movie 2	4 <sup>th</sup> Street, between Perry and Wilcox, including Gubbels parking lot
Saturday, July 29	Boots & Brews	Movie 3	3 <sup>rd</sup> Street, including Sienna parking lot
Friday, August 11	Concert	Concert 2	Wilcox Square
Friday, August 25	Starlight Movie	Movie 4	Library parking lot
Tuesday, September 5	Concert	Concert 3	Crowfoot Coffee (in conjunction with BOB and a DMA volunteer thank you)
Saturday, September 30	Oktoberfest	Oktoberfest	Wilcox Square

John Manka motioned to approve the 2017 event dates as presented, seconded by Denise Fuller; motion carried unanimously. John Manka motioned to approve the 2017 event locations as discussed by the Board, seconded by Nick Lucey; motion carried unanimously.

#### **ADJOURN**

There being no further DMA business, the meeting was adjourned at 4:00pm.

#### **CALL TO ORDER**

Jason Bower and Jason Gray called the Downtown Alliance meeting to order at 4:00pm.

#### **APPROVAL OF MINUTES**

**Minutes Approval:** The September 1, 2016 minutes were submitted for approval by both Boards. Steve Spencer motioned to approve the minutes as presented for the DMA, Kathy Church seconded the motion; motion carried unanimously by the DMA. KC Neel motioned to approve the minutes as presented for the DDA, Greg Boman seconded the motion; motion carried unanimously by the DDA.

The October 6, 2016 minutes were submitted for approval by both Boards. Steve Spencer motioned to approve the minutes as presented for the DMA, Kathy Church seconded the motion; motion carried unanimously by the DMA. KC Neel motioned to approve the minutes as presented for the DDA, Stu Butler seconded the motion; motion carried unanimously by the DDA.

#### **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

## **STAFF UPDATE**

DMA staff provided an update on the Town's Trick or Treat Street event. Staff received several phone calls and emails from Downtown businesses with concerns over the event. The Board had a lengthy discussion about how their individual businesses and their neighbor's businesses were affected by the layout and format of this year's event. Additionally, there was discussion of the proposed format for the 2017 event.

## **ALLIANCE ACTION ITEMS AND UPDATES**

**Rink Update:** Construction on the rink began Tuesday, November 1. As of Thursday, November 3, the crew was already 1-2 days ahead of schedule. The Rink VIP night will be hosted on Friday, November 18 from 5pm-7pm; a formal invitation will follow via email.

**January 2017 Board Meeting Date:** The Alliance typically has waited until the third Thursday in January for the Alliance meeting. This falls on Thursday, January 18, 2017. The boards both agreed that this date is approved for the January meeting.

## **ADJOURN**

There being no further DDA business, the meeting was adjourned at 4:45pm.

## **CALL TO ORDER**

Jason Bower called the Downtown Development Authority meeting to order at 4:45pm.

## **APPROVAL OF MINUTES**

**Minutes Approval:** The September 15, 2016 DDA minutes were submitted for approval. Stu Butler motioned to approve the minutes as presented, Dennis Dickey seconded the motion; motion carried unanimously.

The September 22, 2016 DDA minutes were submitted for approval. Stu Butler motioned to approve the minutes as presented, Greg Boman seconded the motion; motion carried unanimously.

## **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

## **DDA ACTION ITEMS AND UPDATES**

**Adoption of DDA Budget:** Staff presented the 2017 DDA Budget as approved by Town Council at the October 18, 2016 meeting. Stu Butler made a motion to adopt the 2017 DDA Budget as presented, Greg Boman seconded the motion; motion carried unanimously.

**DDA 2017 Service Contract:** The preliminary assessed value from the Assessor's Office for the DDA District is \$46,849,675. The DDA's 3 mills would generate \$140,549 in property tax revenue to be paid in 2017 from the County. The DDA Service Contract for 2017 with the Town of Castle Rock is a request for a match of this amount, as has been done historically. The Service Contract with the preliminary number is proposed to be presented to Town Council on November 15, 2016. The final number will be released from the Assessor in late November and if there is a change in the number, staff would update the contract and insert the final number into the agreement. Staff is presenting the agreement to the DDA for approval in advance of Town Council, so that the agreement can be executed after the Town Council takes action. Stu Butler motioned to approve an agreement with the Town of Castle Rock for a

Service Contract for 2017 for a match of the amount generated by the DDA's 3 mills from the County Mill Levy, seconded by KC Neel; motion carried unanimously.

**ADJOURN**

There being no further Downtown Development Authority business, the meeting was adjourned at 6:05pm.

The Castle Rock Downtown Alliance approved these minutes on

December 21, 2016  
Date

Angela D. Vencill  
Angela Vencill, Secretary