

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

MINUTES of December 1, 2016

The Board of Directors of the Castle Rock Downtown Merchants Association, Downtown Alliance and Downtown Development Authority met in regular on Thursday, December 1, 2016 at the Philip S. Miller Library, located at 100 South Wilcox Street, Castle Rock, CO 80104. The DMA meeting started at 3:00 pm.

PRESENT

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

DMA Members Present: Jason Gray, John Manka, Denise Fuller, Nicole Sanders

STAFF: Kevin Tilson, Alliance Director; Angie Vencill, Assistant Director; Terri Goudy, Event Coordinator

ALLIANCE PARTNERS: Mark Heath, Town Council; Chip Wilson, Town Council; David Corliss, Town of Castle Rock; Jeff Smullen, Town of Castle Rock; Casey Willis, Town of Castle Rock; Jennifer Reinhardt, Town of Castle Rock; Thomas Reiff, Town of Castle Rock; John Woodrick, Castle Rock Chamber of Commerce; Karen Carter, Town of Castle Rock

PUBLIC ATTENDEES: Sandy Michael, Lynn Hurlburt

CALL TO ORDER

John Manka called the meeting to order at 3:00pm.

DMA ACTION ITEMS AND UPDATES

2017 DMA Budget: Staff presented the proposed 2017 DMA budget. Staff compared 2016 actuals and projected 2017 income and expenses based upon those actuals. John Manka motioned to approve the 2017 budget as presented, seconded by Denise Fuller; motion carried unanimously.

Oktoberfest P&L (Final): 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 was presented at the November 3, 2016 DMA Board meeting. Staff reviewed final income and expenses with the Board.

Resolution of Appreciation – Mark Heath: The Board presented a resolution of appreciation honoring the service of Councilman Mark Heath as a Downtown Merchants Association Council Liaison. John Manka motioned to approve Resolution 2016-01, a resolution of appreciation honoring the service of Councilman Mark Heath as a Downtown Merchants Association Council Liaison, seconded by Nicole Sanders seconded the motion; motion carried unanimously.

ADJOURN

There being no further DMA business, the meeting was adjourned at 3:30pm.

CALL TO ORDER

Jason Bower and Jason Gray called the Downtown Alliance meeting to order at 3:30pm.

APPROVAL OF MINUTES

Minutes Approval: The November 3, 2016 minutes were submitted for approval by both Boards. John Manka motioned to approve the minutes as presented for the DMA, Denise Fuller seconded the motion; motion carried unanimously by the DMA. Stu Butler motioned to approve the minutes as presented for the DDA, Dennis Dickey seconded the motion; motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

ALLIANCE ACTION ITEMS AND UPDATES

Parking Study: Vanessa Solesbee from Kimley Horn joined the meeting to provide a brief overview of the status of the Downtown Parking Study. There was an online questionnaire and approximately 266 responses were received. Public, private and shared-use parking facilities that are currently available were reviewed. Data was collected in July, August and September; including a date during a Splash in the Park event, and before the DMA Date Night Movie at White Pavilion.

Transportation Master Plan: An update to the Town's Transportation Master Plan (TMP) is currently underway. The purpose of this item is to provide the community with an update on progress and obtain any feedback. The goal of the update is to identify transportation projects that will improve mobility and access throughout the Town as growth continues as identified in the Town's Comprehensive Master Plan. Tom Reiff from the Town of Castle Rock joined the meeting to introduce the project and provide information for the Board and community to provide input.

Festival Park RFI Communication: Staff provided a brief update on how the Alliance will handle Requests For Information from Mortenson Construction for the Festival Park project. The current protocol will be as follows: (1) if it is a simple clarification or direction needed, the Director will make the choice; (2) if there is additional clarification needed, the Director will contact the Chairman; and (3) if it is a major change of scope or plans, staff will discuss with the DDA. Jeff Smullen talked about a current change with regard to wood vs metal decking. Follow up will occur with more information on the pros and cons of these options.

Cross Marketing Opportunities with the Town: Karen Carter, Community Relations Manager for the Town of Castle Rock joined the meeting to discuss partnerships they are creating across Castle Rock with fellow retail shopping centers, as well as with our local business owners centered in historic Downtown. There were additional discussion items including a Season of the Star event series update.

Board Meeting Dates, Times & Locations: The 2017 DMA, Alliance and DDA Board meetings will be held at The Move, 202 6th Street, Suite 202 (large conference room), with the DMA beginning at 3:30pm, Alliance at 4pm, and the DDA to follow. Following are the dates of those meetings:

Thursday, January 19, 2017

Thursday, February 2, 2017

Thursday, March 2, 2017

Thursday, April 6, 2017

Thursday, May 4, 2017

Thursday, June 1, 2017

Thursday, July 6, 2017

Thursday, August 3, 2017

Thursday, September 7, 2017

Thursday, October 5, 2017

Thursday, November 2, 2017

Thursday, December 7, 2017

ADJOURN

There being no further DDA business, the meeting was adjourned at 4:55pm.

CALL TO ORDER

Jason Bower called the Downtown Development Authority meeting to order at 4:55pm.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

STAFF UPDATE

DDA ACTION ITEMS AND UPDATES

Façade Grants: Staff presented the façade grant requests for payment. The 312 Wilcox building request was originally approved by the board July 7, 2016 for \$1,000 toward design work and \$5,000 toward construction improvements. After a review of the packet and final photos, Stu Butler motioned to authorize staff to pay Neibur Golf Development LLC an amount of \$6,000 (\$5,000 for façade improvements and \$1,000 for design work), seconded by Mike Trede; motion carried unanimously.

The 3 Wilcox Street/Union Bistro façade request was approved by the board July 7, 2016 for \$1,000 toward design work and \$5,000 toward construction improvements. After a review of the packet and final photos, Stu Butler motioned to authorize staff to pay Union, an American Bistro an amount of \$6,000 (\$5,000 for façade improvements and \$1,000 for design work), seconded by Mike Trede; motion carried unanimously.

The 21 Wilcox Street/Granelli's Pizzeria façade request was approved by the board July 7, 2016 for \$1,000 toward design work and \$5,000 toward construction improvements. After a review of the packet and final photos, Stu Butler motioned to authorize staff to pay Granelli's Pizzeria an amount of \$6,000 (\$5,000 for façade improvements and \$1,000 for design work), seconded by Mike Trede; motion carried unanimously.

Nick Kuntz of Ethos Construction attended the meeting to present the introduction for the façade grant request for 309 Jerry Street. Estimates, sketches and a current view photo were presented. Board gave direction to work with Town staff on necessary Town approach.

Rink at the Rock Financial Statements: Staff reviewed condensed P&L's from the Rink at the Rock over the last three seasons. It is important to note that the P&L's that were presented are condensed from the Accountant's copy and Quickbooks versions and require the appropriate notes to fully understand the information presented. Staff presented the Rink at the Rock financial statements. The Board was happy to see that attendance continues to go up each year and income is trending upward while expenses are stabilizing.

Budget Resolution: The 2017 DDA Budget was presented and approved by Town Council at the October 18, 2016 meeting and adopted by the DDA Board at the November 3, 2016 meeting. Stu Butler motioned to approve Resolution 2016-3, a resolution to adopt the 2017 budget for the Castle Rock Downtown Development Authority and to make appropriations for the same, seconded by Mike Trede; motion carried unanimously. Stu Butler amended the motion to change section 1 to read November 3, 2016, seconded by Mike Trede; motion carried unanimously.

Resolution of Appreciation – Jason Bower: Stu Butler motioned to approve Resolution 2016-04, a resolution of appreciation honoring the service of Jason Bower as a Downtown Development Authority Board Member, seconded by Dennis Dickey; motion carried unanimously.

DDA Board Postions: With Jason Bower appointed to Town Council, the DDA Board will need to appoint a new DDA Chair and the DDA Representative on the Design Review Board, and potentially appoint a new DDA Vice Chair. Stu Butler motioned to appoint Greg Boman as the DDA Chairperson, seconded by Dennis Dickey; motion carried unanimously. KC Neel motioned to appoint Stu Butler as the DDA Vice Chairperson, seconded by Dennis Dickey; motion carried unanimously. KC Neel motioned to recommend to Town Council, Dennis Dickey as the DDA Representative on the Design Review Board, seconded by Mike Trede; motion carried unanimously.

DDA Board Selection Committee: Staff will discuss with the Board the selection for the replacement of Jason Bower’s seat. A selection committee of 2 board members should be formed to meet with potential candidates and make a recommendation to the board. Dennis Dickey motioned to appoint Mike Trede and Stu Butler as the DDA Board Selection Committee, seconded by KC Neel; motion carried unanimously.

ADJOURN

There being no further Downtown Development Authority business, the meeting was adjourned at 5:45.

The Castle Rock Downtown Alliance approved these minutes on

February 2, 2017
Date

Angela O. Vencill
Angela Vencill, Secretary