

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

MINUTES of September 1, 2016

The Board of Directors of the Castle Rock Downtown Merchants Association, Downtown Alliance and Downtown Development Authority met in regular on Thursday, September 1, 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, Stu Butler, KC Neel, Renee Valentine

DMA Members Present: Jason Gray, Kathy Church, Nick Lucey, Steve Spencer, Denise Fuller

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

ALLIANCE PARTNERS:

PUBLIC ATTENDEES: Suzanne Larue, Douglas County Libraries

CALL TO ORDER

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

DMA ACTION ITEMS AND UPDATES

Boots & Brews and Concert Update: The inaugural Boots & Brews event was hosted on Saturday, August 6, immediately following the Douglas County Fair Parade. The event was well attended (estimated attendance 1,250) and the title sponsor, Boot Barn, expressed interest in participating again in 2017. Staff reviewed the preliminary P&L for this event.

The Street Party & Concert event was on Friday, August 12 at Wilcox Square. The event was well attended with estimated attendance of 4,500. Staff reviewed the preliminary P&L for this event.

Staff presented final P&L's for Splash in the Park and Slide the City as promised at the August board meeting.

Oktoberfest Update:

Oktoberfest is the DMA's largest event and the most logistically intensive. Accordingly, staff has been working on this event since January and has been working on details each month. Volunteer teams are divided as follows:

Team	Lead	Notes
Finance	Karah Reygers	<ul style="list-style-type: none">- Count cash, strap, track- Swap counted down cash drawers at each ticket booth at specified times- Prepare deposit slip at the end of the night- Monitor ticket booths, fill in as necessary- 30 total volunteers needed

Alcohol	John Woodrick	<ul style="list-style-type: none"> - Check in kegs prior to event - Inspect each beer tent for required alcohol signage - Monitor ice needs during event - Monitor wine booth during event - Monitor all beer booths during event - Tag tapped kegs during event - Sign off on sheets with brewers for total kegs tapped at the end of the event - 15 total volunteers needed
Logistics – Venue		<ul style="list-style-type: none"> - Hang signage (porta potties, alcohol perimeter, way finding, etc) - Set out and monitor trash totes; empty to dumpsters as necessary - Set up and monitor dining tables - 16 total volunteers needed
Logistics – Sponsors/Vendors	Kevin Tilson	<ul style="list-style-type: none"> - Direct sponsor/vendor load in - Check in with sponsors/vendors to answer questions, thanks, etc. - Monitor any booth needs during the day - 6 total volunteers needed
Logistics – Activities	Terri Goudy	<ul style="list-style-type: none"> - Monitor timeline - Monitor bounce houses - Stein hoisting contest - German dancers - Street performers - Keg bowling - Band liaison - 7 total volunteers needed
Volunteers	Angie Vencill	<ul style="list-style-type: none"> - Oversee volunteer check in - Train/deliver volunteers to appropriate locations - Fill in where needed for no shows and breaks - Lunch, dinner, snacks, water, etc - Oversee each of the teams for volunteer needs, issues, etc - 4 total volunteers needed

As shown, the event relies heavily on volunteers (nearly 80 total volunteers) to operate. Both boards are encouraged to sign up for a time to help out during the day and promote your business and Downtown. Also, recommendation of volunteers would be greatly appreciated!

ADJOURN

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

CALL TO ORDER

Jason Bower and Jason Gray called the Downtown Alliance meeting to order at 4:05pm.

APPROVAL OF MINUTES

Minutes Approval: The August 4, 2016 minutes were submitted for approval by both Boards. Kathy Church motioned to approve the minutes as presented for the DMA, Denise Fuller seconded the motion; motion carried 4-0 by the DMA. Stu Butler motioned to approve the minutes as presented for the DDA, Greg Boman seconded the motion; motion carried 5-0 by the DDA.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

STAFF UPDATE

Kevin Tilson presented a staff update to both boards; update included critical dates upcoming including Town Council, creative crosswalks, events update and board retreat.

ALLIANCE ACTION ITEMS AND UPDATES

Board Retreat: The DMA, Alliance and DDA Board retreats are scheduled for Thursday, October 6 starting at 3pm at The Move, located at 6th and Jerry Street.

Events: Staff provided a brief update on the Street Party & Concert as well as Oktoberfest.

Trick or Treat Street Banner: The Trick or Treat Street banner was included in the board packet for approval. Stu Butler motioned to approve the Trick or Treat Street banner as presented, seconded by Greg Boman; motion carried 4-0.

ADJOURN

There being no further DDA business, the meeting was adjourned at 4:25pm.

CALL TO ORDER

Jason Bower called the Downtown Development Authority meeting to order at 4:30pm.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

STAFF UPDATE

Kevin Tilson presented a staff update to both boards; update included critical dates upcoming including Town Council, creative crosswalks, events update and board retreat.

DDA ACTION ITEMS AND UPDATES

TIF Agreement – Riverwalk Project: Discussion on this project was rescheduled for the September 15, 2016 DDA Meeting. A few final items needed to be worked through.

Façade Grant Update and Action: Staff recommended that the DDA make a motion to approve the use of Downtown increment to pay for the façade grant requests that are expected and anticipated from 3 Wilcox Street – Union Bistro (approved), 312 Wilcox Street (approved), 21 Wilcox Street – Granelli's Pizzeria (approved) and 407 Wilcox Street – Fort CPA Group (introduced).

The DDA Board has discussed for several years a goal to use increment as available more for programs and projects in Downtown as is mentioned in the Plan of Development and the DDA Statute, and use the mill levy and mill levy match dollars for operations. Stu Butler motioned to approve use of Downtown

increment to make payment for the façade grants that have been introduced to the DDA Board, once the project is completed, requested by the applicant and approved to be consistent with their application, seconded by Greg Boman; motion carried 5-0.

2016-2017 Rink Season: Staff has been working on getting the groundwork laid for another great season at Rink at the Rock. As part of the planning process, the rink dates and pricing needs to be reviewed and approved by the DDA Board. The proposed dates and pricing are:

VIP Night: Friday, November 18, 2016
Opening Night: Saturday, November 19, 2016
Skate Rental: \$3/pair
Admission: \$8/adult, \$6/child
Group of 10+: \$8/person (includes skate rental)
10 punch card: \$100/adult, \$80/child
Ice Rental: \$200/first hour, \$150/each additional hour

Programming recommendation for the season is:

Learn to Skate: 2 sessions, 4 dates each session; \$95/session; fee includes 30 minute class, skate rental and same day skate pass

Broomball: 4x4 teams; fee to be determined; 4 team minimum

Staff recommends the elimination of the Little Blades Hockey program.

Stu Butler motioned to approve Rink dates, pricing and programming as illustrated above, seconded by KC Neel; motion carried 5-0.

ADJOURN

There being no further Downtown Development Authority business, the meeting was adjourned at 5:00pm.

The Castle Rock Downtown Alliance approved these minutes on

November 3, 2016

Date

Angela Vencill

Angela Vencill, Secretary