

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

**MINUTES of June 19, 2014**

The Board of Directors of the Castle Rock Downtown Alliance met in regular session at 4:00 pm on Thursday, June 19, 2014 at the Town Hall Building at 100 North Wilcox, Castle Rock, CO 80104.

**PRESENT**

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

**DMA Members Present:** Jason Gray, Kathy Church, John Manka, Desiree Lafleur, Mark Heath, Joel Gittleman, Michaela Bacon

**ABSENT**

**DDA Members Absent:** KC Neel, Mike Trede

**DMA Members Absent:** Lee Darrigrand, Nicole Sanders

**STAFF**

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager

**ALLIANCE PARTNERS INCLUDED**

Steve Spencer, John Woodrick, Jane Smith, Bill Detweiler, Chip Wilson

**PUBLIC ATTENDEES INCLUDED**

No public attendees

**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 May 15, 2014, seconded by Kathy Church; the minutes were approved unanimously by the DMA. Renee Valentine moved to approve the minutes of May 15, 2014, seconded by Jason Bower; the minutes were approved unanimously by the DDA.

**UNSCHEDULED PUBLIC COMMENT**

No public comment.

## **DMA UPDATES AND ACTION ITEMS**

**Movie 1/Frozen Update:** The Summer Event Series kicked off with the first movie (Frozen) on Saturday, June 7, 2014. It is estimated that 2,000 people were in attendance at the Street Fair and Movie. The DMA hosted 45 vendor/sponsor booths, the largest number in the history of DMA movie events.

**Car Show Update:** The Classic Rock Cruise-In Car Show was Saturday, June 14, 2014. It is estimated that 7,500 people were in attendance at the event. The DMA hosted 26 vendor/sponsor booths; the VCC had 311 cars registered; the largest Car Show in Downtown Castle Rock to date.

**Movie 2/The Avengers Update:** The second movie, The Avengers, will be on Saturday, July 5, 2014 at 6:00 pm in Festival Park. The street fair will include face painting, balloon artists, activities with Douglas County Libraries and Castle Rock Art Guild, food vendors and bounce houses. The Castle Rock Band will provide music and the Veterans will do a salute to our local heroes.

**Splash in the Park Update:** Splash in the Park is scheduled for the last four Wednesdays in July (9, 16, 23, 30) from 11:00 – 2:00 in Festival Park. DirecTV has agreed to be the Splash in the Park sponsor; they will be the only sponsor/vendor in the Park except for the bounce house providers and Groove Automotive providing music.

**Advertising (Additional Ad Inserts and Facebook Merge):** A review of print media advertising for the 2014 Summer Event Series was presented. After discussion of the current social media efforts, it was determined that the current process seems to be working and dollars should be focused on social media advertising.

John Manka motioned to approve the DMA staff to focus advertising dollars on social media advertising in lieu of print media advertising; Desiree Lafleur seconded the motion, the motion carried unanimously.

**Volunteer Updates:** A signup sheet for volunteer hours was passed to the DMA Board. Members were asked to sign up for 2 of the upcoming events to contribute time and/or resources.

**Treasurer's Update:** Invoices submitted and paid by the DMA since the May 15, 2014 Board meeting were reviewed.

**DMA Meetings Discussion:** It was discussed that there may be a need for the DMA to hold their own meetings to allow them to delve into the details of event planning for a longer period of time than is allowed during the Alliance joint board meeting.

Kathy Church motioned to hold DMA focused meetings the last Thursday of every month from May through September at 4:00 pm; Desiree Lafleur seconded the motion, the motion carried unanimously.

## **ALLIANCE DIRECTOR UPDATES**

**Trolley Pricing, Flower Boxes, Patios, Banners:** Kevin Tilson met with Bob Goebel regarding utilizing the Trolley each Saturday June through October; the Town agreed to help with planning and pricing. There are a number of federal laws with handicapped accessible transportation; the trolley is not ADA accessible. The DDA staff is working with the Town and with the Castle Rock Senior Center to utilize their bus to accommodate the potentially needed ADA access in community.

There have been many pieces of positive feedback about the patios and flower boxes.

The Banners Committee continues to move forward with street pole banners. There are approximately 10-15 businesses interested in the pilot project of advertising on new banners throughout Downtown.

There have been a handful of Community Champions who want to provide Downtown events in partnership with the DMA. The DMA assists with permits, licenses, and street closures; the business is responsible for organizing, advertising and staffing that event.

## **DDA UPDATES AND ACTION ITEMS**

**Treasurer's Update/Wedding District Financials:** The invoices submitted and paid by the DDA since the June 5, 2014 Board Meeting were reviewed.

At the June 5, 2014 DDA Board meeting, the DDA Board received an update on the status of the Wedding District. A summary of the financials and leases were reviewed at this meeting to build on the previous update.

DDA staff has been tracking DDA invoices and financials in-house. Efforts are underway toward moving the books in-house.

**DDA Priorities:** There is an upcoming work session between the DDA and Town Council that is tentatively scheduled in early August. The purpose of the work session is to discuss between the two groups the future priorities of the use of Downtown Tax Increment Financing (TIF) dollars. A few key items that will likely be discussed at the meeting were reviewed.

## **OTHER ITEMS**

Kevin Tilson received information from several Town Council members about a Christmas Tree decorating company. The DDA, the Town and the Chamber will work together to explore upgrading Downtown decorations. This received a favorable response from the DMA and DDA Boards, based upon cost and collaborative effort. The Boards directed Alliance Staff to meet with the Chamber, the County and other community organizations to form a Task Force.

Renee Valentine volunteered to be a representative of the DDA and Joel Gittleman volunteered to be a representative of the DMA for the meeting with the Chamber, County and Alliance.

**ADJOURN**

There being no further business the meeting adjourned at 5:50pm.

The Castle Rock Downtown Alliance approved these minutes on

July 17, 2014  
Date

Angela Vencill  
Angela Vencill, DDA Secretary