

CASTLE ROCK DOWNTOWN ALLIANCE
Alliance Board of Director's Meeting

MINUTES of May 15, 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 Town Hall Building at 100 North Wilcox, Castle Rock, CO 80104.

PRESENT

DDA Members Present: Greg Boman, Jason Bower, KC Neel, Mike Trede, Chip Wilson

DMA Members Present: Jason Gray, John Manka, Kathy Church, Bill Schlanger, Joel Gittleman, Desiree LaFleur, Michaela Bacon, Mark Heath, Nicole Saunders

ABSENT

DDA Members Absent: Renee Valentine, Town Council Liaison

DMA Members Absent:

STAFF

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager

ALLIANCE PARTNERS INCLUDED

Bill Detweiler, Chip Wilson, Brett Thomas, Steve Spencer, Jane Smith

PUBLIC ATTENDEES INCLUDED

Fabby Hillyard, Dr. Albert Chai, Dr. Jasmine Tom, David Zwerenz, Chris Smith

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 March 20, 2014, seconded by Kathy Church; the minutes were approved unanimously by the DMA. Jason Bower moved to approve the minutes of March 20 and April 3, 2014, seconded by KC Neel; the minutes were approved unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT

Fabby Hillyard joined the meeting to discuss the Parking Committee and ideas for parking in Downtown Castle Rock.

ALLIANCE DIRECTOR UPDATES

Trolley Pricing: Kevin Tilson presented information on the cost to sponsor the Trolley. The DDA is interested in sponsoring the Trolley every Saturday in June through October. Kevin Tilson asked the group to review the information and provide their input via email.

Flower Boxes and Patios: Kevin Tilson announced that orders have been collected for patios and flower boxes and submitted to the Town. The delivery dates of the flower boxes and patios will be May 29 and 30.

Banners Committee: Kevin Tilson announced that the Banners Committee (Kevin Tilson, John Manka and KC Neel) met and drove the Downtown area to assess the condition of banners in Downtown and put together a plan to offer Downtown businesses the ability to purchase banners if the business has an available banner in front of their business. Anyone interested in having a banner, please email Kevin Tilson. KC Neel motioned to direct the Banners Committee to move forward with their plan, seconded by Jason Bower.

Staff confirmed that legal counsel has determined that a “quorum” is the majority of board members seated. The total Board members do not include vacant seats.

DDA UPDATES AND ACTION ITEMS

Resolution of Appreciation – Council Member Wilson: Greg Boman presented Council Member Wilson a plaque in honor of his service and commitment to the DDA. A resolution of appreciation honoring the service of Chip Wilson was presented (Resolution 2014-06). KC Neel moved to approve the resolution, seconded by Jason Bower; the resolution was approved unanimously.

Town Council Board Appointment – Council Member Valentine: Kevin Tilson announced that at the April 22, 2014 Town Council meeting, Renee Valentine was elected as the new Town Council Liaison and Voting Board Member of the DDA Board and welcomed her to the board.

Façade Grant Applications:

- a. **Blue Spruce Animal Hospital:** Kevin Tilson presented preliminary information on a grant request for Blue Spruce Animal Hospital. The projected cost is approximately \$215,000 which will include reconstruction of the entire exterior of the building (built in 1979) and landscaping. Blue Spruce occupies approximately 78% of the total building, which they own. The Board requested additional information from Dr. Chai and Dr. Tom and will address at the next meeting.
- b. **314 Wilcox:** Kevin Tilson presented the request for 314 Wilcox, noting that the original request was made and approved in 2011. The final finish of the building is different than the plans originally approved. The Board reviewed the original structure, the approved plans and the plans as it is finished. Chris Smith spoke about changes to the plans and indicated there may have been confusion with the Façade Grant Committee and the DDA and the Smiths. The Board decided to have staff gather more information on this request and determine the amounts allowable for the request.

DDA Board Applications: Kevin Tilson explained to the group that State Statute, DDA bylaws and the Town's Establishing Ordinance for the DDA provide requirements for the makeup of the DDA Board. There are currently 6 applicants: Mike Trede, Innovative Business Solutions (property owner); Dennis Dickey, Union Bistro (property owner); Stuart Butler, Smarter Chaos; Guy LeCaine, GTS; Nick Hier, Hier and Company (property owner); and Karine Beard, Williams Financial Group. A subcommittee has been formed, consisting of Council Member Valentine, Greg Boman and Kevin Tilson to conduct the interviews. The subcommittee will make recommendations to the Board after the interview process. Nominations must be submitted to Sally Misare by May 28, 2014.

Rink at the Rock:

- a. **Facebook Page:** Angie Vencill requested the DDA and DMA to consider merging the Rink at the Rock Facebook page (637 likes) with the Downtown Castle Rock Facebook page (573 likes). Both pages are seasonal and making a request to Facebook to merge the two pages would allow for Downtown postings on a regular basis as well as increasing the number of followers for both pages. Jason Bower moved to approve requesting Facebook to allow the two pages to merge, seconded by KC Neel; the resolution was approved unanimously by the DDA. John Manka moved to approve requesting Facebook to allow the two pages to merge, seconded by Desiree LaFleur; the resolution was approved unanimously by the DMA.
- b. **Financials:** Kevin Tilson presented the financial spreadsheet for the Rink at the Rock. He asked the Board to review the financials and consider the expectations for a potential contract with Town or other entity to staff and manage operations at the Rink at the Rock including the amount to budget for the contract. Additionally, in October, the DDA will be faced with a decision to apply 70% of the prior 24 months lease payments from the Sprung Structure to a purchase option in the current contract. The estimated buyout price is about \$75,000. KC Neel made a motion to have staff negotiate the purchase price of the Sprung Structure, Jason Bower seconded the motion; the motion carried unanimously.

Treasurer's Update: Kevin Tilson presented the invoices submitted since the March 6, 2014 meeting in addition to the March 31, 2014 and April 30, 2014 Financial Statements as prepared by the accountant. Bill Schlanger will report back at the next meeting the status of the Wedding District leases and the status thereof.

DMA UPDATES AND ACTION ITEMS

Welcome New Board Members and DMA Officer Elections: Jason Gray announced the four new board members (Michaela Bacon, Desiree LaFleur, Joel Gittleman, and Nicole Sander) to the DMA and that 2 members (Bill Schlanger and Kathy Church) were re-elected. The DMA bylaws call for the Board to elect or re-elect its officers.

John Manka moved to elect Jason Gray as President of the DMA, seconded by Kathy Church; the resolution was approved unanimously by the DMA.

Jason Gray moved to elect John Manka as Vice President of the DMA, seconded by Joel Gittleman; the resolution was approved unanimously by the DMA.

Jason Gray moved to elect Bill Schlanger as Treasurer of the DMA, seconded by John Manka; the resolution was approved unanimously by the DMA.

The Board decided to table the nomination for Secretary of the DMA until the next meeting.

Events Committee Update: Angie Vencill presented the Events Committee update. She updated the group on the ½ page ad that was placed in the Colorado Community Media Kids Directory to announce events, dates and times. The website is updated daily with new activities, sponsors and vendors for each individual event. The DMA staff has been working closely with the Rotary Club on making a seamless transition between the Ducky Derby and the Movie. Additionally, the DMA staff has been working closely with Vintage Car Club on the upcoming Car Show.

Treasurer Update: Bill Schlanger presented the invoices submitted by the DMA since the March 20, 2014 meeting, in addition to the Balance Sheet and Profit & Loss Statements for 2013 and 2014. There was difference with regard to sponsorship dollars received as of April 30, 2014 in the information presented. Angie Vencill provided the group with a breakdown of income and expenses tracked by staff for the first movie and the car show.

ADJOURN

There being no further business the meeting adjourned at 5:55 pm.

The Castle Rock Downtown Alliance approved these minutes on

June 19, 2014

Date

Angela Vencill

Angela Vencill, DDA Secretary