

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

**MINUTES of October 5, 2017**

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on Thursday October 5, 2017 at The Move Building at 202 6<sup>th</sup> Street #200, Castle Rock, CO 80104. The DMA meeting started at 3:30pm.

**PRESENT**

**DDA Members Present:** Greg Boman, Dennis Dickey, John Manka, Stu Butler, Mike Trede, John Manka, Renee Valentine, Nick Hier

**DMA Members Present:** Denise Fuller, Steve Spencer, Lynne Hurlburt, Kathy Church, Nicole Sanders, Jason Gray

**STAFF:** Kevin Tilson, Alliance Director; Angie Vencill, Assistant Director; Kristen Bowling, Project Manager

**ALLIANCE PARTNERS:** Jason Bower, Town Council; Dave Corliss, Town Manager; Julie Kirkpatrick, Town of Castle Rock; Brian Peterson, Town of Castle Rock; Jake Sippy, Design Workshop

**PUBLIC ATTENDEES:** Suzanne LaRue, Douglas County Libraries

**CALL TO ORDER**

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

**DMA ACTION ITEMS AND UPDATES**

**Preliminary Oktoberfest P&L:** Staff presented the preliminary profit and loss statement for Oktoberfest. Beer sales totaled to approximately \$63,630 with sponsorships at \$26,336 and product sales at \$9,762.37. Expenses not yet paid include alcohol, marketing, volunteer lunches/ dinners and ice and drinks. Staff anticipates a net income close to \$55,000 - \$57,000 once all expenses are paid.

**DMA Board Retreat Review:** The DMA Board Retreat will occur on October 24, 2017 at the Office Bar from 2:30pm – 5:00pm to discuss the following topics: 2017 Event Season Recap, 2018 Events and Service Contract, Partnership Update, Downtown Business Outreach and the Downtown Speaker Series.

**Trick or Treat Street Update:** Staff will create a modified and scaled back version of Trick or Treat Street, titled, "Treat Yourself". This event will resemble a "What are you doing in Downtown?" promotion that highlights business offerings on Halloween. Staff and the Board will develop a plan for 2018 in the off-season.

**Winter Activities Update:** The DMA and partner organizations have a full calendar of activities for the winter season. In addition to regular programs such as Elf on the Shelf, Rink at the Rock, Skate with Santa and Shop Local Saturday, staff is looking into carolers and creating festive backgrounds to place around Downtown for pictures.

**ADJOURN**

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

## **CALL TO ORDER**

Jason Gray and Greg Boman called the Downtown Alliance meeting to order at 4pm.

## **APPROVAL OF MINUTES**

**Minutes Approval:** The August 3, 2017 minutes were submitted for approval by both Boards. Denise Fuller motioned to approve the minutes as presented for the DMA, Kathy Church seconded the motion; motion carried unanimously by the DMA. Stu Butler motioned to approve the minutes as presented for the DDA, Mike Trede seconded the motion; motion carried unanimously by the DDA.

**DDA Board Retreat Minutes Approval:** The September 8, 2017 DDA Board Retreat minutes were submitted for approval by the DDA Board. Stu Butler motioned to approve the minutes as presented, Dennis Dickey seconded the motion; motion carried unanimously.

## **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

## **ALLIANCE ACTION ITEMS AND UPDATES**

**Rink Update:** To date, the total sponsorship amount for the 2017/2018 Rink season is \$18,250. The chiller delivery has been scheduled for the morning of November 4, 2017. All checklist items for August and September have been met. In the month of October, staff will coordinate dumpster and porta-potty delivery, power, and various Rink assembly details.

**2018 Ballot Update:** The DDA staff has been working with the 2018 Ballot Committee (John Manka and Nick Hier) in preparation for the 2018 election. A timeline of items to accomplish from October 2017 to November 2018 has been created. Items to do this year include meeting with the Town of Castle Rock, developing a FAQ for Downtown business and property owners and presenting the updated Plan of Development to the DDA Board.

**Colorado Lending Source:** Staff presented the idea to work with Colorado Lending Source to provide a Micro Loan Program for Downtown Castle Rock. The board directed staff to invite Mike O'Donnell to attend a future board meeting to answer questions from the board and describe how the program could work.

## **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 4:20pm.

## **CALL TO ORDER**

Greg Boman called the Downtown Development Authority meeting to order at 4:20pm.

## **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

## **DDA ACTION ITEMS AND UPDATES**

**Festival Park Restroom Discussion:** Staff, adjacent business and property owners, and the DDA Chair and Vice Chair have had discussions about the restrooms at Festival Park and a potential project to paint, wrap or construct design elements on the restrooms. Jake Sippy with Design Workshop, and Brian Peterson provided a summary of recent discussions and presented several options for feedback. Staff and the Festival Park team recommended that the DDA table the discussion until the May 3, 2018

Board Meeting. Stu Butler motioned to table discussion on the Festival Park restroom design until the May 3, 2018 DDA Board Meeting Dennis Dickey seconded the motion, motion carried unanimously by the DDA.

**Downtown Parking Options:** Town Manager, Dave Corliss, and Long-Range Project Manager, Julie Kirkpatrick, joined the meeting to give an update on parking in Downtown. In addition to a potential requirement of one parking space per newly-constructed multi-family unit as was previously discussed with the DDA Board, Council directed Staff to research parking requirements for commercial projects. Council also requested information regarding a fee-in-lieu option which would allow developers to pay a fee for each required parking space that cannot be provided on the project site. Those fees would likely then be used to build additional parking elsewhere in the downtown area.

**Town Hall RFP Update/Recommendation:** Town Council directed Town staff to issue a Request for Proposals (RFP) on the possible re-use/re-purposing of the existing Town owned public parking lot located on South Street between Perry and Wilcox Streets south of Town Hall. An information session held in July was attended by over 20 interested parties (developers, architects, engineers, etc). The Town received two (2) responses: Castle Brae Development, LLC and White Construction Group/MARS Development, LLC. It was the consensus of the interview committee that the Castle Brae project provides a stronger concept for next step discussions at this time. It is important to note that the commitment from the Town is to enter into good faith negotiations, on an exclusive basis, with Castle Brae, LLC for a limited period of time to allow for the extensive due diligence and agreement negotiation necessary to determine whether such a redevelopment is in both party's mutual interest. The Town is not committing to any final project or financial arrangement at this time, instead is committing to that negotiation period to seek to arrive at a recommended agreement. Stu Butler motioned to recommend the Castle Brae, LLC concept Dennis Dickey seconded the motion, motion carried unanimously by the DDA.

**5th Street Apartments Legal Agreement:** On September 5<sup>th</sup>, the Town Council approved the 5<sup>th</sup> Street Apartments project and directed staff to draft an agreement consistent with the deal structure approved. This agreement was presented and approved by Town Council on Tuesday, October 3<sup>rd</sup>. The agreement was presented to the DDA for its approval and signature. Stu Butler motioned to approve the 5<sup>th</sup> Street Apartments Legal Agreement, John Manka seconded the motion, motion carried unanimously by the DDA.

**5<sup>th</sup> Street Apartments Façade Materials:** The DDA's approval of the 5<sup>th</sup> Street Apartments projects was contingent upon the DDA approving the façade materials for the façade of the building. The Design Review Board met on September 13, 2017 for the Site Development Plan Approval for 505 & 515 Jerry Street. Town staff recommended approval based on the project meeting the intent of both the DOD and Master Plan. Samples of the brick and stucco were submitted for the DDA's review. Stu Butler motioned to approve the façade materials for the 5<sup>th</sup> Street Apartments project John Manka seconded the motion, motion carried unanimously by the DDA.

**2<sup>nd</sup> Quarter 2017 Financial Statements:** Staff presented the 2<sup>nd</sup> Quarter 2017 Financial Statements.

**Rink Budget Amendment:** There have been additional expenses, including but not limited to the purchase of glycol, skates, and increase in management fee. Staff is recommending a budget amendment to increase expenses by \$12,000. John Manka motioned to approve the rink budget

amendment as presented Stu Butler seconded the motion, motion, motion carried unanimously by the DDA.

**ADJOURN**

There being no further Downtown Development Authority business, the meeting was adjourned at 5:30pm.

The Castle Rock Downtown Alliance approved these minutes on

November 2, 2017  
Date

Angela Vencill  
Angela Vencill, Secretary