

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

**MINUTES of April 2, 2015**

The Board of Directors of the Castle Rock Downtown Merchant's Association, Downtown Alliance and Downtown Development Authority met in regular session at 3:00 pm on Thursday, April 2, 2015 at the first floor conference room in the Town Hall Building, located at 100 North Wilcox, Castle Rock, CO 80104.

**PRESENT**

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

**DMA Members Present:** Jason Gray, John Manka, Nicole Sanders, Kathy Church, Steve Spencer

**DDA Members Absent:** Renee Valentine, Mike Trede, Greg Boman

**DMA Members Absent:** Michaela Bacon, Joel Gittleman

**STAFF**

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager; Terri Goudy, Event Coordinator

**ALLIANCE PARTNERS:** John Woodrick

**PUBLIC ATTENDEES:**

**CALL TO ORDER**

John Manka called the Downtown Merchant's Association meeting to order at 4:00pm.

**DMA ACTION ITEMS AND UPDATES**

**Announcement of New Board Members:** Per the DMA bylaws, there is not a term limit on Board positions but directors may serve as an officer on the board for a period of 2 years. Jason Gray and John Manka were re-elected to the Board.

**Board Elections:** John Manka nominated Jason Gray as President of the DMA; seconded by Steve Spencer. The motion carried unanimously. Jason Gray nominated John Manka as Vice President of the DMA; seconded by Steve Spencer. The motion carried unanimously. Steve Spencer nominated Nicole Sanders as Treasurer; seconded by John Manka. The motion carried unanimously.

**Events Update:** Staff reviewed the status of each of the 2015 Summer Events including movies, bands, entertainment and sponsorships.

**Slide the City:** Staff provided a brief update on an event idea that was recently brought up by Town Council and that staff had looked into several months ago.

#### **AJOURN**

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

#### **CALL TO ORDER**

Greg Boman and Jason Gray called the Downtown Alliance meeting to order at 4:15 pm.

#### **APPROVAL OF MINUTES**

**Minutes Approval:** John Manka moved to approve the minutes of March 5, 2015, seconded by Kathy Church; the minutes were approved unanimously by the DMA. Dennis Dickey moved to approve the minutes of March 5, 2015, seconded by KC Neel; the minutes were approved unanimously by the DDA.

#### **UNSCHEDULED PUBLIC COMMENT**

Marie Marsden from Transworld Business Advisors joined the meeting. She wanted to introduce herself and become more familiar with the Downtown Alliance.

#### **ALLIANCE ACTION ITEMS AND UPDATES**

**Festival Park Update:** Rob Hanna and members of the Design Workshop company joined the meeting to discuss progress on Festival Park.

**Mark Stevens Resolution:** After 14 years of service to the Town of Castle Rock, Mark Stevens, Town Manager, is retiring. Mark led the charge in developing the Downtown Advisory Committee and, later, the Downtown Development Authority. He has been a steward of Downtown and key in helping structure the TIF program.

Stu Butler motioned to adopt Resolution 2015-04, honoring the service of Mark Stevens; seconded by KC Neel. The motion carried unanimously by the DDA. John Manka motioned to adopt Resolution 2015-01, honoring the service of Mark Stevens; seconded by Kathy Church. The motion carried unanimously by the DMA.

**Stakeholders Meeting Update:** A Stakeholders Meeting was held on Wednesday, April 1 at the Philip S Miller Library. A number of Downtown Stakeholders attended the meeting to review current topics, events and projects in Downtown, including: DMA Board member announcements, 2015 event announcements, Festival Park expansion, Downtown projects, Downtown banners, flower boxes and patios, and the new Town of Castle Rock app.

**Direct Mail Piece:** The Downtown Alliance is working with Douglas County, Town of Castle Rock and the Chamber of Commerce on a joint direct mail calendar. The piece will be mailed to the 19,000 households in Castle Rock, with additional pieces being available at the Rec Center, Town Hall, Event Center and Visitors Center. The cost for design, printing and postage will be approximately \$9,000 and divided evenly between the four partners. The partners will be reaching out to smaller organizations (i.e. Art Guild, Rotary, Museum, etc) to offer the ability to have their event(s) included on the mailing at \$150 per event. It is anticipated that the calendar will be at the Castle Rock households the first week in May.

**Downtown Overlay Building Height:** Staff discussed and received feedback from the Boards on their opinion of thoughtful development in the Downtown core as it relates to the building height.

#### **ADJOURN**

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

#### **CALL TO ORDER**

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

#### **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

#### **DDA ITEMS AND UPDATES**

**Banners Approvals:** Staff provided a number of banners for review and approval by the Board as follows:

- Stu Butler motioned to approve Nick Lucey banner as presented; seconded by Dennis Dickey. Motion carried unanimously.
- Stu Butler motioned to approve The Skin Company banner as presented; seconded by Dennis Dickey. Motion carried unanimously.
- Stu Butler motioned to approve Dairy Queen banner #1 as presented; seconded by Dennis Dickey. Motion carried unanimously.
- Stu Butler motioned to approve Dairy Queen banner #2 pending removal of the "blizzard" photo on the banner; seconded by Dennis Dickey. Motion carried unanimously.

Seasonal banners were presented for review and discussion. The Board directed staff to seek additional samples for their consideration.

Historically, the Public Works Department has hung the banners throughout Downtown. With an increasing workload, they have not been able to commit to a definite timeframe in which they can replace the seasonal banners and hang new business banners. Staff is looking for direction from the DDA as to the Board's preference. Staff presented 2 options for consideration.

**Audit Engagement Letter:** Staff presented the Audit Engagement Letter from Marc James Associates for the 2014 audit. Marc James Associates has completed the DDA audits for the last several years and is familiar with the organization. Motioned to authorize the DDA Vice Chairman to execute the Audit Engagement Letter with Marc James Associates for the 2014 Audit; seconded by . Motion carried unanimously by the DDA Board.

**Trolley Sponsorship:** The Town of Castle Rock has requested the DDA commit to a trolley sponsorship for 2015. The requested commitment is the at the same level as 2014 (\$2,000 for 32 hours). The DDA and DMA utilize the trolley in the summer for transportation from parking to the events as well as a fun family amenity in Downtown on the weekends. Stu Butler motioned to approve the DDA to sponsor the Trolley for \$2,000 (32 hours) for the 2015 season; seconded by Dennis Dickey. Motion carried 3-1 with Jason Bower voting no. The Board directed staff to work with the Partners on route, days and times.

**DDA Year End 2014 Financials:** Preliminary DDA Year End Financial Statements for 2014 were provided to the Board for review.

**Executive Session:** The DDA Board was not able to go into Executive Session because a 2/3 majority was not present.

#### **ADJOURN**

There being no further DDA business the meeting was adjourned at 5:45pm.

The Castle Rock Downtown Alliance approved these minutes on

June 4, 2015

Date

Angela Vencill  
Angela Vencill, Secretary