

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of February 13, 2025

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, John Johnson, Jordan Hinton, Lou Scileppi

DDA

Stu Butler, John Manka, Andrew Wasson, David Miles, Josie Adler, Kim Heideman, Kevin Bracken

STAFF

Kevin Tilson, Karah Reygers, Birgit Braehler

ALLIANCE PARTNERS

Jason Gray – Castle Rock Mayor, Mark Davis – Town of Castle Rock, Dave Corliss – Town of Castle Rock, Brad Boland – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber, DJ Beckwith – Douglas County, Angie DeLeo – Castle Rock Museum, George Teal – Douglas County

PUBLIC ATTENDEES

Caryn Johnson, Hilleary Everist,

CALL TO ORDER DMA

KC Neel called the Downtown Merchants Association meeting to order at 12:08 PM and took attendance.

DMA ACTION ITEMS AND UPDATES

DMA Secretary Position

Following the resignation of Bernie Greenberg, who served as DMA Secretary, the Downtown Merchants Association needs to appoint a Secretary to the board. Due to the absence of some DMA Board members the decision was pushed to the next Alliance Board meeting.

2025 Events Update

Kevin stated the staff's goal to complete much of the planning early in the year so that later in the event season the details are already planned and in place. This greatly helps our partners who can also accomplish approvals that are required on their end early. This includes coordination with: Douglas County (Use of the County Lawn), Douglas County Health Department, Town Fire, Town Police, Town Parks and Rec. (Sprinklers Turned Off / Use of the Trolley), Town Traffic, Town Special Events (Use of the Park), Town Public Relations (Street Closure Letter and Coordination), and the Vintage Car Club of Castle Rock.

In addition, staff is finalizing agreements with the following service providers: Event Contractor(s) Solis and Sage and Eventful Productions, Stage Provider, Trash Pick Up, Trash Bin Provider, Bands, Power Provider, Beverage providers, Food Trucks, Sponsorships, Booth Vendors, Volunteers, Bounce House Providers, Mechanical Bull Provider, Face Painters, and Balloon Artist.

The forms for events signup are live on the website at www.downtowncastlerock.com/eventssignup and people sign up each day.

Also, a summary of the DMA Sponsorship and Vendor Booth Policy was emailed to the Downtown Businesses, noting the goals of the policy, the 50% discount for Downtown Businesses, as well as the requirement that businesses that have a brick and mortar inside the venue boundary for the Car Show and Oktoberfest must sign up for the event if they wish to set up a booth in front of their business at one of those events.

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:14PM.

CALL TO ORDER ALLIANCE

Stu Butler called the Downtown Alliance meeting to order at 12:15PM and took attendance.

APPROVAL OF MINUTES

Minutes Approval:

Alliance – December 12, 2024

Jordan Hinton motioned to approve the December 12, 2024 Alliance Board Minutes as presented; John Johnson seconded the motion; the motion carried unanimously by the DMA.

Andrew Wasson motioned to approve the December 12, 2024 Alliance Board Minutes as presented; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

Staff Update

No items or updates.

Action Items and Updates

2025-2030 Sublease with Castle Rock EDC, for DDA & DMA

The Castle Rock EDC has signed a new lease at 18 S. Wilcox St., Ste. 202, Castle Rock, CO. The new lease term is 5 years including 2025 through until 2030. The new agreement includes 3 months of free rent at the beginning of 2025 and includes a consent from the landlord to the EDC to sublease to the DDA and DMA. Staff and DDA Legal Counsel have prepared a sublease with the same terms as the prior sublease, for the same period as the lease between the EDC and the landlord (DTP Property 3, LLC) ending on 12/31/2029. This sublease follows the same agreement as previously agreed to which states that the Alliance (DDA and DMA) would pay 40% of \$4,284 total rent.

Motion

John Johnson motioned to approve the Sublease between the DMA and Castle Rock EDC as drafted; Jordan Hinton seconded the motion; the motion carried unanimously by the DMA.

Kim Heideman motioned to approve the Sublease between the DDA and Castle Rock EDC as drafted; David Miles seconded the motion; the motion carried unanimously by the DDA.

2025 Parking Study

Town and DDA Staff have put together a draft RFP for a Parking Study to be performed later in 2025.

The last Parking Study in Downtown Castle Rock was completed in 2017 and staff would like to have an expert perform analysis of parking demand, availability and future opportunities. The goal would be to have analysis begin after The View project and the public parking associated with the project comes online later this year.

Staff requested that the DMA and DDA Board review the attached draft RFP and provide comments to staff by Wednesday, February 19, 2025.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:29PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 12:30PM and took attendance.

UNSCHEDULED PUBLIC COMMENT

Douglas County Commissioner George Teal gave a brief update on a trip to Washington DC and the work of the Douglas County EDC. At a future Alliance Board meeting the County would like to give a presentation regarding the planned Veterans Hall on the Fairgrounds to ask for contributions from the Castle Rock business community.

DDA ACTION ITEMS AND UPDATES

Resolution 2025-01 Public Posting Notice

The DDA is required by the Colorado Open Meetings Law to establish a designated public place for the posting of meeting notices, and State House Bill 19-1087 established that to the greatest extent possible public notices will be posted online on a website, social media account or other official online presence of the local government. As such, the attached resolution reflects the public posting of agendas on www.downtowncastlerock.com.

Motion

John Manka motioned to approve Resolution 2025-01 as presented; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

Resolution 2025-02 Regular Business Meeting Dates

It is the intent of the DDA and DMA Board to hold regular meetings on the second Thursday of the month at 12:00pm. The Alliance does not intend on holding a regular meeting in April, July, October or January (2025 next year). If this changes temporarily, staff will administratively schedule a meeting that is outside the normal schedule and publicly notice the meeting the same way as meetings that follow the normal schedule.

Motion

Andrew Wasson motioned to approve Resolution 2025-02 as presented; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

Facade Grant Request – Castle Rock Historical Society

Angie DeLeo, Director of the Castle Rock Museum and Historical Society, submitted a façade grant application for the Castle Rock Museum located at 420 Elbert Street in July of 2024. The application was brought to the DDA Board on August 8th and received approval of facade grant funding up to \$5,000. A summary of that request was provided.

Motion

David Miles motioned to approve the façade grant payment for the façade updates at 420 Elbert Street in the amount of \$5000 for construction and materials; John Manka seconded the motion; the motion carried unanimously by the DDA.

ADJOURN

There being no further DDA business, the meeting was adjourned at 12:45PM.

The Castle Rock Downtown Development Authority approved these minutes on

5.8.2025
Date



John Manka, DDA Secretary

5.8.2025
Date



Morgan Brubaker, DMA Secretary