

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Downtown Alliance Board of Director's Meeting**  
**MINUTES of September 14, 2023**

**ATTENDANCE FOR ALL MEETINGS**

**DMA**

KC Neel, Jennifer Luce, Aidan Gray, Lou Scileppi, John Johnson

**DDA**

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

**STAFF**

Birgit Braehler, Kevin Tilson

**ALLIANCE PARTNERS**

David Corliss – Town Manager, Patty Van Eysden – Douglas County Libraries, Brad Boland – Town of Castle Rock, Kevin McHugh – Castle Rock Chamber

**PUBLIC ATTENDEES**

Hilleary Everist

**CALL TO ORDER DMA**

KC Neel called the Downtown Merchants Association meeting to order at 12:09PM and took attendance.

**DMA ACTION ITEMS AND UPDATES**

**Oktoberfest Upcoming Event – Sept. 16, 2023 – 1-9pm:**

On September 16, 2023, the Castle Rock Oktoberfest will be held in Downtown Castle Rock at 4<sup>th</sup> Street and Wilcox Street from 1-9pm. There are 17 breweries signed up including 4 Noses, Barnett & Son, Burlly, Eddyline, Elizabeth Brewing Co., Great Divide Brewing Co., Juicy Bev. Co., Lone Tree, Los Dos Potrillos, Odell, Peak View, Rockyard, Wild Blue Yonder, Battle Mountain, Bierstadt Lagerhaus, Living the Dream, Danico, and Mystic Mountain Distillery, Provision, Purgatory Cellars. There are also 18 different food providers including sweets, snacks, and main course fare. The Austrian Connection will once again provide German music, the Castle Rock Dance Academy will provide several German Dances, and DJ Rob will provide a Castle Rock dance party from 7-9pm. There will be bounce houses, face painters and balloon artists throughout the event, along with 39 sponsors and vendors. In addition, staff will be selling handmade steins, and locally made T-shirts. Staff have also coordinated the event logistics to include onsite power, portable toilets, onsite trash and event cleanup, refrigerated trucks, table and chair rental and professional stage. We hope for great weather, as this event is the most important event of the year since a successful event allows us to produce other smaller events throughout the year that do not generate a profit, such as Restaurant Week, Jazz in the Park, and Movie in the Park.

**Restaurant Week – Oct. 15-21, 2023 – Social Campaign:**

This “event” is an online social media campaign designed to remind the Castle Rock /Douglas County region about all the great places to dine in Downtown Castle Rock. It is free for restaurants in Downtown Castle Rock to participate and all they need to do is to create a special item that is not on their menu and send a photo and description of the item to DMA Staff. DMA Staff will promote all the special “off-menu” items online during the week. There has been an outpouring of new ideas, old ideas

(such as going back to Burger Week instead of Restaurant Week), and fun ways to build on Restaurant Week, however for 2023 staff and restaurant owners have been in general agreement that the simplicity of this event is its strength. Perhaps in a future year, complexity can be added.

**Fangtastic Festival – Oct. 27 – 12-3pm:**

On Friday, October 27, 2023, the DMA will host a small trick or treat Halloween costume event in Festival Park. This event is designed for the younger kids that are not yet in school during the day while older children are in school, to have a safe family friendly opportunity to trick or treat in Festival Park. This event is already on a waitlist for businesses to sign up as a vendor/trick or treat stop in the park. Pumpkins will once again be purchased from the Colorado Agricultural Leadership Foundation for the pumpkin patch sponsored by Riverwalk Apartments. Please stop by for this fun gathering of families in costume in Festival Park.

**ADJOURN**

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

**CALL TO ORDER ALLIANCE**

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

**APPROVAL OF MINUTES**

**Minutes Approval:** Jennifer Luce motioned to approve the August 30, 2023 Alliance Board Minutes as presented; Aidan Gray seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the August 30, 2023 Alliance Board Minutes as presented; Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 12:20PM.

**CALL TO ORDER DDA**

Andrew Wasson called the Downtown Development Authority meeting to order at 12:20PM and took attendance.

**DDA ACTION ITEMS AND UPDATES**

**Façade Grant Payment Request – 611 N. Wilcox Street / The Silo:**

Jeff Warkentin the property owner and Matt Call, the owner's representative of The Silo; located at 611 N. Wilcox Street, submitted a façade grant application to DDA staff in February of 2022, it was brought to the DDA Board on March 10<sup>th</sup> and the project was approved for a Façade Grant of up to \$1,000 for design work and \$5,000 for construction work.

The project was expected to take 6 weeks from start date which was anticipated to be late March 2022, with an estimated completion of early May 2022. Due to supply chain issues related to signage, the project took longer to complete than expected. The project was essentially completed in early spring of 2023 and the applicant chose to wait until the tenant signage was complete to notify DDA Staff of the completion and request payment.

**MOTION**

John Manka made a motion to approve the façade grant funding for 611 N. Wilcox Street in the amount of \$1,000 in design and \$5,000 in construction; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

**ADJOURN**

There being no further DDA business, the meeting was adjourned at 12:27PM.

The Castle Rock Downtown Development Authority approved these minutes on

11.9.2023  
Date



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John Manka, DDA Secretary

11.9.2023  
Date



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Bernie Greenburg, DMA Secretary