

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting
MINUTES of August 11, 2022

ATTENDANCE FOR ALL MEETINGS

DMA

KC Neel, Jennifer Luce, Nick Lucey, Desiree LaFleur, Aidan Gray, Bernie Greenberg, Lou Scilleppi

DDA

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

STAFF

Kevin Tilson, Karah Reygers

PUBLIC ATTENDEES

Patty Van Eysden – Douglas County Libraries, Amy Pfister – Aging Resources of DC, Karie Erickson – Aging Resources of DC, Larry Jacobson – Westside Investment Partners, Amy O'Brien – The Pachner Company

ALLIANCE PARTNERS

David Corliss – Town Manager, Caryn Johnson – Town Council District 5, Jason Gray – Town Mayor, Tara Vargish – Director of Development Services, Brad Boland – Long Range Project Manager, Matt Gohl – Special Projects Manager

CALL TO ORDER DMA

KC Neel called the Downtown Merchants Association meeting to order at 12:05PM and took attendance.

DMA ACTION ITEMS AND UPDATES

Events Recap: Staff provided a recap on the recent events that have occurred:

- Starlight Movie – Staff reviewed the P&L report for the event.
- Street Party & Concert - Forty plus classic cars from the Vintage Car Club of Castle Rock lined the streets. Event attendees enjoyed brews and food and vendors while inflatables, a rock wall and games that were dispersed throughout the county lawn. With over 3,500 attendees, this is the largest Street Party & Concert we have seen over the years. Staff reviewed the P&L report for the event.
- Classic Rock Cruise-In Car Show - Downtown Castle Rock and the Vintage Car Club of Castle Rock celebrated the 14th Annual Classic Rock Cruise-In Car Show with a record-breaking 300+ classic and exotic cars on display. The Downtown restaurants and patios once again experienced one of their busiest days of the summer (per Castle Café) from the 7,000 attendees who gathered Downtown for this Castle Rock signature event. Staff reviewed the P&L report for the event.
- Rockin' Summer – In June the DMA hosted Chalk in the Park (75 people), Free Dance Lessons (100 people) and Games in the Park (75 people). The July Series was held in partnership with Castle Rock Music. Jason Bower performed jazz in the park on each of the 5 Wednesdays in July. Staff reviewed the P&L report for the event.

- Boots & Brews - A community favorite, the Boots & Brews event was held following the Douglas County Fair parade which serves as a kickoff to the Douglas County Fair. Event attendance exceeded expectations and plans for next year are already underway to make the event even more of a success. Preliminary numbers for the event are positive, token sales were up an exciting 45% over last year and income on vendor spaces saw an increase of 13%; however expenses have also significantly increased. Staff reviewed the P&L report for the event.

Event Planning Update: Staff provided an overview of the remaining 2022 events.

- Concert Under the Lights – This event will be held in Festival Park once again from 6:00 PM – 10:00 PM on Saturday, August 20th. SugarFoot and Grayson Little & Band will be performing this year. Last year’s event brought in roughly 2,500 attendees.
- Castle Rock Oktoberfest – With over 10,000 attendees present at last year’s event Castle Rock Oktoberfest is the largest signature event we produce. The Austrian Connection will once again be performing four hours of traditional Austrian and German music. New this year, Castle Rock Dance Academy students are hard at work practicing German Themed routines and creating costumes to perform for one hour at this year’s event. Beer providers are completely full and we will have 150 kegs onsite. General vendor booths are also completely full. We are excited to once again have Chris Burch making handmade Steins and Pilsners for the event (650 Steins/Pilsners, 150 more than last year).

Fall Planning Meeting: As expenses have increased all around and as events in Castle Rock have evolved, staff would like to sit down in a dedicated meeting with the DMA Board to discuss DMA strategy for the coming years.

ADJOURN

There being no further DMA business, the meeting was adjourned at 12:21PM.

CALL TO ORDER ALLIANCE

Stu Butler called the Downtown Alliance meeting to order at 12:21PM and the meeting attendees did introductions.

APPROVAL OF MINUTES

Minutes Approval: Bernie Greenberg motioned to approve the June 9, 2022 Alliance Board Minutes as presented; Aidan Gray seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the June 9, 2022 Alliance Board Minutes as presented; David Miles seconded the motion; the motion carried unanimously by the DDA.

UNSCEDULED PUBLIC COMMENT

Larry Jacobson from Westside Development Partners introduced the Dawson Trails Project that will go before Town Council on August 16. More information on the project can be found under <https://crgov.com/3335/Dawson-Trails-Planned-Development> .

Amy Pfister and Karie Erickson from Aging Resources of Douglas County introduced the Board to their nonprofit organization for seniors. They wanted to reach out to the Castle Rock business community for

support with transportation, meal supply and others. More information can be found under <https://www.agingresourcesdougco.org/> .

STAFF UPDATE

Staff provided a brief update for the Board including three specific items:

Cancel Alliance Meeting on October 13, 2022: David Miles motioned to cancel the October 2022 Alliance Board Meeting; Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

Community Engagement: In June the Castle Rock EDC and Downtown Alliance hosted members of the Town of Lone Tree and gave a tour of Downtown Castle Rock and gave information on the structure of the Downtown Alliance and current projects. The same happened for the Littleton Community later in the month. The Town of Englewood also reached out and will have a tour of Castle Rock in late October.

DLC Sponsorship: The DDA has sponsored the Douglas Land Conservancy for several years and done so again this year. This sponsorship gives us 2 tickets to a dinner on August 20, 2022. Staff offered these to the board. Andrew Wasson expressed interest in representing the DDA at the event.

ALLIANCE ACTION ITEMS AND UPDATES

Potential Project Update: Potential projects that were discussed in April at the library with the Downtown Stakeholders are

- Landmark Entry Way or Archway Signage
- Sellars Gulch & Plum Creek Confluence – Natural Space
- Fairgrounds Connection Pedestrian Bridge
- Additional String Lights (See request in the DDA Meeting re: the existing String Lights Over Wilcox)
- Streetscape Investment
- ✓ Holiday Lights on 4th Street
- ✓ Carriage Rides During the Holidays
- ✓ Trolley in July and December

Items with a checkmark have been implemented or will be implemented this year. Staff plans to pursue the feasibility of some of these concepts with a plan to be able to provide an update on feasibility to the DDA and Town after November elections.

Streetscape Plan Update: The goal of this plan is to identify hardscaping and landscaping themes, colors, and materials to put into a menu that all work in Downtown can adhere to. DDA Staff is preparing for a presentation to the DDA Board of the Streetscape Materials Menu Plan at an upcoming meeting.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:54PM.

CALL TO ORDER DDA

Stu Butler called the Downtown Development Authority meeting to order at 12:55PM and took attendance.

UNSCEDULED PUBLIC COMMENT

DDA ACTION ITEMS AND UPDATES

Provision Patio Update: A new outdoor dining patio was installed at the northwest corner of Third and Wilcox in July. The patio is the same design and pedestal paver material as the other new patios.

Façade Grant – Scileppi’s at The Old Stone Church: Lou Scileppi, owner Scileppi’s at The Old Stone Church has submitted a façade grant application for the property at 210 Third Street. The total cost estimate is \$2,490,000 and the reimbursement request is for \$6,000.

The board discussed their desire to support the significant investment associated with this project and future projects of a similar nature, in a greater way; noting that the applicant was investing \$2,490,000 and receiving a maximum amount of only \$6,000. Before taking action on the application in front of them the board directed staff to do some research and put together a potential option for the board to consider, that would support more significant investments in Downtown Castle Rock that were for this size of project. It was suggested that staff could meet with Town Manager and explore using the Downtown Special Fund as a potential funding source.

MOTION

Andrew Wasson motioned to approve the façade grant funding for 210 Third Street in the amount of \$1,000 in design and \$ 5,000 in construction, pending the approval from the Design Review Board; John Manka seconded the motion; the motion carried unanimously by the DDA.

Façade Grant – Castle Rock Chamber of Commerce Foundation: Pam Ridler, President/CEO and Kevin McHugh, Foundation Board Chair have submitted a façade grant application for the property at 420 Jerry Street also known as Victoria’s House. The total cost estimate is \$45,000 and the reimbursement request is for \$5,000.

MOTION

John Manka motioned to approve the façade grant funding for 420 Jerry Street in the amount of \$1,000 in design and \$ 5,000 in construction, pending approval, if required by the Town of Castle Rock, from the Historic Preservation Board and/or the Design Review Board; Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

DDA 2023 Budget Introduction: Staff introduced the 2023 DDA Budget to the board and answered questions.

The budget will then be presented to Town Council for approval and then brought back to the DDA for adoption. Before adoption by the DDA Board, staff will run an article in the CR Newspress letting the public know that the budget is available for review.

MOTION

Andrew Wasson motioned to direct staff to present the 2023 DDA Budget to Town Council including any necessary minor changes; David Miles seconded the motion; the motion carried unanimously by the DDA.

Lights Over Wilcox Replacement:

Several components of the Lights Over Wilcox Street are nearing the end of their lifespan. Public Works noted that they typically like to replace elements a little ahead of this in order to minimize additional operations and maintenance costs along with keeping downtime as low as possible.

Estimates from Colorado Lighting for the string lighting poles, structural wire and lighting infrastructure come in at \$95,000, and with the pedestals on the West side of Wilcox and connected electrical panel and circuit, total an estimated \$130,000.

Staff is recommending DDA Board support of splitting the cost of replacing necessary electrical infrastructure of the Lights Over Wilcox and adjacent electrical components. With an estimate of \$130,000 plus a \$10,000 contingency, splitting the cost would require a not to exceed amount of \$70,000 from the Downtown Special Fund.

MOTION

Kim Heideman motioned to spend up to \$70,000 from the Downtown Special Fund to replace and repair electrical infrastructure associated with the Lights Over Wilcox and adjacent electrical infrastructure; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 1:51PM.


The Castle Rock Downtown Development Authority approved these minutes on

9.13.2022
Date



John Manka, DDA Secretary

9.13.2022
Date



Bernie Greenburg, DMA Secretary