

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Downtown Alliance Board of Director's Meeting**  
**MINUTES of June 9, 2022**

**ATTENDANCE FOR ALL MEETINGS**

**DMA**

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

**DDA**

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

**Staff**

Kevin Tilson, Karah Reygers

**Public**

Patty Van Eysden – Douglas County Libraries, Byron Wheeler – Perry Street Social District, Paul Myhill – Perry Street Social District, Angela Noonan – Co-Events, Dillon Walls – Castle Cafe

**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

**CALL TO ORDER DMA**

KC Neel called the Downtown Merchants Association meeting to order at 12:04PM and took attendance.

**DMA ACTION ITEMS AND UPDATES**

**Introduction to Co-Events**

Co-Events worked with DMA Staff in 2021 to execute events and mainly focused on the day of events. This year the DMA has contracted with Angela Noonan and Co-Events to be the lead on all DMA Events. Angela has demonstrated a great attention to detail and strong work ethic in the events that we have worked with her on, and we are fortunate to be working her again in 2022. We have discussed a 3-year contract including 2022 and are working through the details of that multiyear contract.

**Event Update**

Staff provided an overview of the remaining 2022 events at the meeting.

- *Street Party & Concert* – Set to take place on June 17th from 6:00 – 9:00 PM in Wilcox Square.
- *Classic Rock Cruise-In Car Show* – Working in partnership with the Vintage Car Club of Castle Rock, the event will take place on June 18th in Wilcox Square from 10:00 AM – 3:00 PM.
- *Boots & Brews* – Sponsored again by Boot Barn, the event will take place in Festival Park following the Parade on July 30<sup>th</sup> and will go on until 4:00 PM.
- *Concert Under the Lights* – We will be hosting this event in Festival Park once again from 6:00 PM – 10:00 PM on Saturday, August 20<sup>th</sup>.
- *Castle Rock Oktoberfest* – On September 17<sup>th</sup> from 1 – 9pm at the Wilcox Square. With over 10,000 attendees present at last year's event, the Castle Rock Oktoberfest is the largest signature event that we produce.

## Events Recap

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

- *Spring Kick off Concert* – The Spring Kick off Concert took place on Saturday, May 14<sup>th</sup> in Festival Park from 1 – 6 pm. An estimated 3,000 guests participated in the event. Families enjoyed vendor booths, face painting and an evening full of fun kicking off the summer! Karah presented the P&L for the event.
- *Rockin' Summer* – The first of 9 Rockin' Summer events kicked off on Wednesday, June 1<sup>st</sup> with an Art Walk through Downtown. Attendance of 45 kids and 30 adults; vendor booths, dessert carts and a bouncy house kept guests entertained between tours.

This week, on June 8<sup>th</sup>, Nature's Educators brought 4 species of falcons and Story Time presented by Sudden Fiction Books. The remaining June events will feature Chalk in the Park, Dance Lessons in the Park by Castle Rock Dance Academy and Games in the Park.

- *Starlight Movie* – A signature event for the Castle Rock DMA was back in the Festival Park on Saturday, June 4<sup>th</sup> featuring the movie Sing 2! With an estimated 1,000 people in attendance, families enjoyed food trucks, face painting, vendor booth activities and music until dusk when the movie began.

## ADJOURN

There being no further Alliance business, the meeting was adjourned at 12:22PM.

## CALL TO ORDER ALLIANCE

Andrew Wasson called the Downtown Alliance meeting to order at 12:31PM and took attendance.

## APPROVAL OF MINUTES

**March 10, 2022:** Bernie Greenberg motioned to approve the March 10, 2022 Alliance Board Minutes as presented, Aidan Gray seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the March 10, 2022 Alliance Board Minutes as presented, Josie Adler seconded the motion; the motion carried unanimously by the DDA.

**April 21, 2022:** Aidan Gray motioned to approve the April 21, 2022 Alliance Board Minutes as presented, Bernie Greenberg seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the April 21, 2022 Alliance Board Minutes as presented, David Miles seconded the motion; the motion carried unanimously by the DDA.

**May 12, 2022:** Nick Lucey motioned to approve the May 12, 2022 Alliance Board Minutes as presented, Jennifer Luce seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the May 12, 2022 Alliance Board Minutes as presented, Josie Adler seconded the motion; the motion carried unanimously by the DDA.

**May 26, 2022:** David Miles motioned to approve the May 26, 2022 DDA Board Minutes as presented, John Manka seconded the motion; the motion carried unanimously by the DDA.

## STAFF UPDATE

Kevin reminded the Board that there is no scheduled meeting in July. Kevin also suggested to cancel the board meeting in October and to have this as an action item on the agenda for the next meeting. The Board provided direction to bring back an action item for the October meeting.

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

##### **DDA Alternate Council Liaison Introduction**

Councilmember Ryan Hollingshead who is the Alternate Council Liaison to the DDA Board introduced himself briefly to the board.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 12:40PM.

#### **CALL TO ORDER DDA**

Andrew Wasson called the Downtown Development Authority meeting to order at 12:41PM and took attendance.

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

##### **DDA Board Seats Recommendation to Council**

An interview selection committee made up of John Manka and David Miles interviewed 3 applicants for the two open board seats and recommended that the DDA Board recommend Andrew Wasson and Kim Heideman to Town Council for appointment to the DDA Board. The board agreed with the subcommittee's recommendation.

##### **Motion**

John Manka motioned to recommend to Town Council Andrew Wasson and Kim Heideman for appointment to the DDA Board for a term expiring 6/30/2026; David Miles seconded the motion; the motion carried unanimously by the DDA.

##### **DDA DRB Representative Recommendation to Council**

The members of the Design Review Board serve 1-year terms per code. The DDA needs to make a recommendation to Town Council for the two members from the DDA Board that they wish to serve on the Design Review Board. The Town Code requires that the DDA representative on the DRB be reappointed every year, so the DDA must make a recommendation every year, even if the makeup of the DDA Board has not changed. The Town Council member serving as a voting member on the DDA Board cannot sit on the DRB. Town Staff informed DDA Staff that Stu Butler was termed out of his role on the DRB representing the DDA and cannot be reappointed.

##### **Motion**

David Miles motioned to recommend to Town Council John Manka and Josie Adler to the Design Review Board to fill the seats of the two DDA representatives; Kevin Bracken seconded the motion; the motion carried unanimously by the DDA.

##### **Façade Grant – Perry Street Social District**

Byron Wheeler and Paul Myhill, the property owners of the Perry Street Social District have submitted a façade grant application for the property at 411 Perry Street. A summary of that request was provided by staff.

##### **Motion**

John Manka motioned to approve the façade grant funding for 411 Perry Street in the amount of \$1,000 in design and \$5,000 in construction, pending the approval from the Design Review Board; David Miles seconded the motion; the motion carried unanimously by the DDA.

**Façade Grant – Castle Café**

Dillon Walls, the property owner of Castle Café has submitted a façade grant application for the property at 403 Wilcox Street. A summary of that request was provided by staff.

**Motion**

David Miles motioned to approve the façade grant funding for 411 Perry Street in the amount of \$1 in design and \$5 in construction, pending the approval from the Design Review Board; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

**Carriage Rides in Downtown**

The DDA Staff has contracted with Kodiak Ranch to provide carriage rides during the 2022 Holiday Season, and to add Wednesday evenings to the schedule from last year. Rides will be offered Wednesday through Saturday from 5:00 – 8:00pm, beginning Friday, November 25<sup>th</sup> and ending on Friday, December 30<sup>th</sup>.

**Motion**

John Manka motioned to spend up to \$34,000 to contract with Kodiak Ranch to offer carriage rides for the 2022 Holiday Season as presented; Josie Adler seconded the motion; the motion carried unanimously by the DDA.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 1:19PM.

The Castle Rock Downtown Development Authority approved these minutes on

8.15.2022  
Date



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John Manka, DDA Secretary

8.15.2022  
Date



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Bernie Greenburg, DMA Secretary