



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

DOWNTOWN STAKEHOLDERS MEETING

Philip S. Miller Library – 100 South Wilcox Street, Castle Rock

Wednesday, April 6, 2016

3:00 – 4:00 p.m.

Public Meeting

Notes from the meeting

1. Welcome

Kevin Tilson, Director of the Downtown Alliance greeted everyone and gave a brief description of the DDA, DMA and Downtown Alliance.

2. Introductions

Approximately 20-30 guests in attendance, each introduced themselves and their business.

3. DMA Board of Directors Ballot

- *The DMA Board is a 7 member board.*
- *5 seats available are currently.*
- *Ballots have been sent via email to DMA members. Voting will close Wednesday the 13th.*
- *The new board members will be announced at the May 7th Alliance board meeting.*

4. Discussion of Downtown Topics

a. Lamp Pole Banners

- *Banners are located throughout Downtown.*
- *Businesses can purchase a spot outside and/or nearest to your location.*
- *\$150 per banner.*
- *Banners will contain the Downtown branding border, and your business logo and colors within the center of the banner.*
- *Contact Karah for more info...karah@castlerockdc.com.*

b. 2016 Events

- *Posters are available for you to hang in your business's window.*
- *Events were discussed and a list of events was handed out.*
- *For more questions contact Angie for more info....angie@castlerockdc.com.*

- *Please nominate Castle Rock to bring the Denver Broncos back to Castle Rock as part of the Salute to Fans Tour: www.denverbroncos.com/fans/salute-to-fans-tour.html.*
- *Nominations accepted now!*
- *Should Castle Rock win the nomination the event would be on Friday the 13th of May!*

c. DDA Beautification Programs

- *Programs include: Façade Grants, Flower Boxes, Patios, Banners.*
- *Our goal is to get creative in providing a more walkable downtown.*
- *Rink at the Rock: The goal is to bring people downtown during the slower winter months.*
- *We want to help Downtown businesses succeed.*
- *For more info contact our office at 303-688-7488.*

d. Development Projects

- *Mirage Dental – will be the largest private dental practice in Colorado! From 7 to 37 chairs!*
- *The Move set to have occupancy summer of 2016. 50,000 SF of employees in Downtown means customers for Downtown businesses.*
- *Mercantile Commons located at 3rd & Perry St. will be a mixed use development, including residential, and is coming out of the ground now.*
- *A project is proposed for 221 Wilcox. As proposed it will be a mixed use including residential.*
- *Riverwalk development, Confluence Company has proposed a mixed use, largely residential, project on either side of Sellers Gulch on Wilcox St.*
- *There was general discussion about the positive impact of these proposed projects and excitement around the vibrancy that is expected to follow the enhancement of Festival Park and the addition of retail, restaurants, office and residential space in Downtown.*

e. Parking

- *The Town and DDA are analyzing the needs of the downtown through a parking study.*
- *We want to know the best solution for our downtown and are currently working to short terms solutions and long term solutions.*

f. Festival Park

- *DDA and the Town have partnered to enhance Festival Park in order to attract people Downtown to support Downtown businesses and provide a great park for visitors.*
- *Enhancements proposed to begin the end of 2016, closures happening in 2017.*
- *Visit www.crgov.com/festivalpark.*

5. What's going on with your business?

- *Business over Beverages "BOB" returning downtown the first Tuesday of the month 5-7pm. Contact John Manka.*
- *Last Thursday of every month, cruiser pub crawl April to October*
 - *CastleRockCruisers Facebook page.*
- *Pegasus Restaurant is closed for dinner however the space is now available for private events during this time catered by Flying Horse Catering - Contact Flying Horse Catering or Pegasus for more info.*
- *Visit Rock-a-my-baby for some great, innovative and locally produced kid and family products including EZPZ Plates as seen on Shark Tank!*
- *Downtown business owners were encouraged to get involved with events, attend Alliance or Town Council meetings and share ideas and their "love for Downtown Castle Rock".*
- *Kristi Rathbun, Mirage Dental Associates shared her excitement for the new building they are building in Downtown. They are moving from their current location in Downtown Castle Rock to their new expanded location in Downtown Castle Rock this year.*

6. Adjourn