

CASTLE ROCK DOWNTOWN ALLIANCE
Downtown Alliance Board of Director's Meeting

MINUTES of MARCH 2, 2017

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on Thursday March 2, 2017 at The Move Building at 202 6th Street #200, Castle Rock, CO 80104. The DMA meeting started at 3:30pm.

PRESENT

DDA Members Present: Greg Boman, Dennis Dickey, KC Neel, Renee Valentine, Mike Trede, Nick Hier, Stu Butler

DMA Members Present: Jason Gray, John Manka, Kathy Church, Steve Spencer, Nicole Sanders, Nick Lucey

STAFF: Kevin Tilson, Alliance Director; Angie Vencill, Assistant Director; Kristen Bowling, Project Manager

ALLIANCE PARTNERS: Jason Bower, Town Council; John Woodrick, Castle Rock Chamber of Commerce; Brian Peterson, Town of Castle Rock Parks & Recreation Department

PUBLIC ATTENDEES: Suzanne LaRue, Lynn Hurlburt

CALL TO ORDER

Jason Gray called the meeting to order at 3:30pm.

STAFF UPDATE

DMA ACTION ITEMS AND UPDATES

2017 Events Update: Staff presented a high-level overview and to do list for the 2017 Summer Event Series and status of Sponsor dollars.

ADJOURN

There being no further DMA business, the meeting was adjourned at 3:40pm.

CALL TO ORDER

Jason Gray and Greg Boman called the Downtown Alliance meeting to order at 4:00pm.

APPROVAL OF MINUTES

Minutes Approval: The February 2, 2017 minutes were submitted for approval by both Boards. John Manka motioned to approve the minutes as presented for the DMA, Nick Lucey seconded the motion; motion carried unanimously by the DMA. Stu Butler motioned to approve the minutes as presented for the DDA, Dennis Dickey seconded the motion; motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT

Suzanne LaRue updated the board on events occurring at the Douglas County Libraries. During the Month of March, the library will be turned into a showcase for summertime, outdoor activities. An expo on April 1st marks the culmination of the series.

ALLIANCE ACTION ITEMS AND UPDATES

Festival Park Update: Brian Peterson from Town of Castle Rock Parks and Recreation department joined the meeting to update the Alliance Board on Festival Park construction. The ground breaking was on Friday, February 24, 2017 with a great turn out. They are currently pouring concrete for cut off walls and the next step will be pouring for the landing structure at the corner of 2nd and Perry Street. The construction team will be marking utilities in the next couple of weeks.

DMA Membership Proposal: At the February 2, 2017 Board meeting, staff presented a proposal for DMA membership in 2018. Staff updated the proposal based on input received at the February 2, 2017 Board meeting to include a list of three incentive choices for Gold Membership. As discussed, staff also eliminated two benefits including 20% off sponsorship fee for any event and the ability to be listed as one of the top three tiers on the Services tab on the Downtown Castle Rock Facebook page.

Rink Update: An update on the Rink tear out was provided to both boards. Staff completed a walk through at the Skate Shack earlier this week, efforts to melt ice are continuing, the chiller will be picked up tomorrow and everything is on target to have the tear out complete by March 15, 2017.

Downtown Business Meetings Update: Staff has been meeting with each business/property owner within the Downtown core to solicit feedback and ideas, provide updates and just to connect (60+ total meetings to date). There have been ideas shared from the business owners on how staff and events can help them, and staff has provided ideas to business owners of how to take advantage of undertakings that the Alliance does, such as participating in the Facebook event pages for free advertising, etc. Staff will continue to work outward from the core and hopes to reach South Wilcox and South Perry at Plum Creek as well as North Wilcox at I25 and North Perry at 6th. The goal is to complete the meetings by May.

ADJOURN

There being no further DDA business, the meeting was adjourned at 4:10pm.

CALL TO ORDER

Greg Boman called the Downtown Development Authority meeting to order at 4:10pm.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

STAFF UPDATE

Staff provided a legislative update to the Board for DDA legislation. Currently, CCI has not yet found a sponsor for their proposed legislation. Additionally, staff provided an update on the Riverwalk project. Staff requested moving the May 4, 2017 board meeting to May 18, 2017 so that staff can attend the Downtown Colorado Inc conference; the Board agreed to move the meeting.

DDA ACTION ITEMS AND UPDATES

Façade Grant Targets/Process: At the February 2, 2017 Board Meeting, staff began a discussion with the board about the Façade Improvement Grant Program for 2017. As directed, staff reviewed the Plan of Development and provided a proposal for the Board to discuss and consider. The Board liked the first draft of the proposal and had questions and conversation about what they would consider to be façade improvements versus regular maintenance. The Board directed staff to go back and draft a micro grant application with a high level overview of potential microgrant samples.

ADJOURN

There being no further Downtown Development Authority business, the meeting was adjourned at 5:00pm.

The Castle Rock Downtown Alliance approved these minutes on

Date

Angela Vencill, Secretary