

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

**MINUTES of December 3, 2020**

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on December 3rd, via Zoom Conference Call at 3:30PM.

**PRESENT**

The DMA meeting started at 3:30PM.

**DMA Members Present:** KC Neel, Bernie Greenberg, Aidan Gray, Lou Scileppi, Denise Fuller, Nick Lucey, Jennifer Luce.

**DDA Members Present:** Stu Butler, Andrew Wasson, John Manka, Kim Heideman, Josie Adler, Nick Hier.

**STAFF:** Kevin Tilson, Alliance Director; Audrey Spencer, Project Manager; Kristen Bowling; Alliance Manager.

**PUBLIC ATTENDEES:** Suzanna LaRue, Douglas County Libraries; Aaron Fort, Owner of 407 Wilcox Street.

**ALLIANCE PARTNERS:** Jason Gray, Town Mayor; Caryn Johnson, Council Member District 5; David Corliss, Town Manager; Tara Vargish, Director of Development Services; Kevin Bracken, DMA Town Council Liaison; Julie Kirkpatrick, Long Range Project Manager.

**CALL TO ORDER**

KC Neel called the Downtown Alliance meeting to order at 3:30PM.

**UNSCHEDULED PUBLIC COMMENT**

No unscheduled public comment.

**DMA ACTION ITEMS AND UPDATES**

**Adoption of 2021 DMA Budget:** Staff presented the proposed 2021 DMA Budget and answered any questions. Bernie Greenberg motioned to adopt the 2021 DMA Budget as presented, Aidan Gray seconded the motion; the motion carried on unanimously by the DMA.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 3:39PM.

**CALL TO ORDER**

Stu Butler called the Downtown Alliance meeting to order at 3:40PM.

**APPROVAL OF MINUTES**

**Minutes Approval:** Bernie Greenberg motioned to approve the November 12<sup>th</sup> Alliance Board Minutes as presented, Nick Lucey seconded the motion; the motion carried unanimously by the DMA. Josie Adler motioned to approve the November 12<sup>th</sup> Alliance Board Minutes as presented, John Manka seconded the motion; the motion carried unanimously by the DDA.

## **UNSCHEDULED PUBLIC COMMENT**

No unscheduled public comment.

**STAFF UPDATE:** Staff provided an update on the Shop Small Gift Card Campaign, Downtown Historic Preservation Grant Policy and Douglas Count Business Alliance Letter to the Governor.

## **ALLIANCE ACTION ITEMS AND UPDATES**

**Minutes Approval:** John Manka motioned to approve the November 5<sup>th</sup> Alliance Board Minutes as presented, Kim Heideman seconded the motion; the motion carried unanimously by the DDA.

**Rink at the Rock Update:** Staff presented an update on the 2020-2021 Rink at the Rock season. The Rink at the Rock season began on Saturday, November 21, 2020. Attendance reports showed at total of 163 skated and \$2,038 in sales for opening day. Due to limited capacity, this number is lower compared to 2019. This decrease in revenue was expected due to capacity limits from Coronavirus health restrictions. Staff has secured a general liability insurance policy with surplus line insurer Evanston Insurance Company. Demand to skate is exceeding capacity limits, with some customers expressing frustration about the inability to skate during peak hours due to capacity being met. Staff has implemented a new reservation system, that will maintain up to 20 reservable spots every 2 hours and 15 spots left for walk-ins. Staff also continue to work with the potential buyer on the property, who is working through several site improvement issues.

**Carriage Rides:** Staff presented an update on the reserved 2020 holiday carriage rides through Kodiak Ranch for Thursdays, Fridays and Saturdays between Thanksgiving and Christmas. Carriage rides provide an exciting activity that encourages residents and visitors to spend time Downtown during the holidays and will be especially appreciated this year by residents, visitors, and Downtown businesses. Ride reservations were promoted on the Town and Alliance social media and released on November 16, 2020. All spaces sold within an hour and due to popularity, staff added a second carriage each night. A second round of reservations were released November 20, 2020 and once again sold out within the first hour. The cost of rides will be split with the Town 50/50 and banners with messages to shop local will be displayed on the backs of the carriages during the days that sponsor, Castle Rock Autoplex, does not have their marketing displayed.

## **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 3:56PM.

## **CALL TO ORDER**

Stu Butler called the Downtown Development Authority meeting to order at 3:58PM.

**UNSCHEDULED PUBLIC COMMENT:** No unscheduled public comment.

## **DDA ACTION ITEMS AND UPDATES**

**Façade Grant Approval – 407 Wilcox Street:** Aaron Fort, owner of The Fort CPA Group, has completed the exterior improvements for the property at 407 Wilcox Street. Staff presented a summary of the work completed as well as the request for payment. Nick Hier motioned to approve the façade grant payment for 407 Wilcox Street in the amount of \$1,000 in design and \$5,000 in construction.

**Façade Grant Approval – 221 Perry Street:** Matt Call, owner of Ecclesia, has completed the exterior improvements for the property at 221 Perry Street. Staff presented a summary of the work completed as well as the request for payment. Kim Heideman motioned to approve the façade grant payment for 221 Perry Street in the amount of \$500 in design and \$5,000 in construction.

**Downtown Strategic Discussion Follow Up:** Staff followed up with the board to review and discuss Board comments about the Downtown strategic agenda items discussed at the November 12, 2020 DDA meeting.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 4:19PM.

The Castle Rock Downtown Alliance approved these minutes on

01/22/2021  
Date

  
Bernie Greenberg, DMA Secretary

01/22/2021  
Date

  
John Manka, DDA Secretary