

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

**MINUTES of November 12<sup>th</sup>, 2020**

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on November 12<sup>th</sup>, via Zoom Conference Call at 3:00PM.

**PRESENT**

The DMA meeting started at 3:30PM.

**DMA Members Present:** KC Neel, Bernie Greenberg, Aidan Gray, Lou Scileppi, Denise Fuller

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

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

**PUBLIC ATTENDEES:** Suzanna LaRue; Douglas County Libraries,

**ALLIANCE PARTNERS:** Jason Gray; Town Mayor, Caryn Johnson; Council Member District 5

**CALL TO ORDER**

KC Neel called the Downtown Alliance meeting to order at 3:02PM.

**UNSCHEDULED PUBLIC COMMENT**

No unscheduled public comment.

**DMA ACTION ITEMS AND UPDATES**

**#CelebrateCastleRock Review:** Staff updated the board of the October #CelebrateCastleRock marketing efforts that took place as a part of the 2020 campaign to celebrate local businesses amid the COVID pandemic. This month's efforts included several new activities, including the pop-up pumpkin patch, ghost stories on the Downtown Castle Rock Blog and Downtown Castle Rock Halloween Photo Costume Contest. It also included the weekly Take Out Tuesdays, Downtown Business Highlights, and gift card giveaways.

**Introduction 2021 DMA Budget:** Staff presented the proposed 2021 DMA Budget.

**2021 Event Schedule:** Staff presented the proposed and tentative dates for the 2021 DMA events.

**ADJOURN**

There being no further Alliance business, the meeting was adjourned at 3:26PM.

**CALL TO ORDER**

Stu Butler called the Downtown Alliance meeting to order at 3:27PM.

**APPROVAL OF MINUTES**

**Minutes Approval:** Denise Fuller motioned to approve the October 01, 2020 Alliance Board Minutes as presented, Bernie Greenberg seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the September 03, 2020 Alliance Board Minutes as presented, Nick Hier seconded the motion; the motion carried unanimously by the DDA.

#### **UNSCHEDULED PUBLIC COMMENT**

No unscheduled public comment.

**STAFF UPDATE:** Staff updated the Alliance Board on the Downtown Stakeholders Meeting that took place on November 4<sup>th</sup>, 2020, the Castle Rock Tourism and Map and the 2021 Governor Award Nominations.

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

**Resolution of Appreciation – Jason Bower:** Staff presented the DDA Resolution 2020-05, honoring the service of Jason Bower as a Downtown Development Authority Board Town Council Liaison. John Manka motioned to approve DDA Resolution 2020-05 as presented, Andrew Wasson seconded the motion; the motion carried on unanimously by the DDA.

**Rink at the Rock Update:** The DDA Board held a special meeting on November 5<sup>th</sup>, 2020 to discuss the impact of the new Level 2 Coronavirus health restrictions on the Rink at the Rock. Staff presented several challenges for the ice rink. The DDA Board decided to move forward the 2020-2021 rink season, concluding that the Downtown businesses, as well as residents, need the outdoor community amenity during this difficult time. The Rink at the Rock will operate under limited capacity based on venue square footage and the calculator provide by Tri-County Health Department. The Board directed staff to raise the admission price for children and adults by \$2 to help mitigate lost revenue from capacity limits.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 3:52PM.

#### **CALL TO ORDER**

Stu Butler called the Downtown Development Authority meeting to order at 3:54PM.

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

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

**Chiller Payment Approval:** Staff asked for approval for the payment of the refrigeration unit for the Rink at the Rock. The DDA received a credit of \$3,500 this year for a defective boiler unit for the 2019-2020 season. The \$3,500 credit brings the price of the chiller to \$20,400 for the 2020-2021 season. John Manka motioned to approve the payment of \$20,400 from the Special Fund for the Rink at the Rock chiller, Josie Adler seconded the motion; the motion carried on unanimously by the DDA.

**Approval 2021 DDA Budget:** The 2021 DDA Budget was approved by Town Council on October 6, 2020 and has not changed since the September 3, 2020 Board meeting. Public Notice was provided in the Castle Rock News Press on October 29, 2020 and the budget and budget message have been available for inspection by the public. The Board can now formally adopt the budget or recommend any changes. Andrew Wasson motioned to approve Resolution 2020-04 adopting the 2021 DDA Budget as presented, Nick Hier seconded the motion; the motion carried on unanimously by the DDA.


**Strategic Look at Downtown Properties:** Staff made a presentation to the board highlighting the investments that are taking place now in 2020, and that are planned for 2021, from both the private sector and public sector. Staff presented maps and renderings of planned improvements, including roundabouts, public parking, crosswalks, alleys, streetscape and landmark signage, and private projects like Riverwalk, Encore and The View. Staff invited the board to identify future board discussion topics from the items presented. Each topic only received a cursory update on planned investments; however a more detailed presentation could be organized for a future meeting in 2021. The board was invited to send an email to staff to identify topics that they would like to receive more information about, or to discuss strategic direction for staff to pursue.

#### **ADJOURN**

There being no further Alliance business, the meeting was adjourned at 4:43PM.

The Castle Rock Downtown Alliance approved these minutes on

12/09/2020  
Date

  
\_\_\_\_\_  
Bernie Greenberg, DMA Secretary

12/09/2020  
Date

  
\_\_\_\_\_  
John Manka, DDA Secretary