

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

MINUTES of July 02, 2020

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on July 2, 2020, via Zoom Conference Call at 3:30PM.

PRESENT

The DMA meeting started at 3:30PM.

DMA Members Present: KC Neel, Aidan Gray, Lou Scileppi, Nick Lucey, Steve Spencer

DDA Members Present: Jason Bower, John Manka, Kim Heideman, Stu Butler, Andrew Wasson, Nick Heir

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

PUBLIC ATTENDEES: Michael Anne Higgins, Renew Spa & Salon; Suzanne Larue, DC Libraries

ALLIANCE PARTNERS: Jason Gray, Town Mayor; Caryn Johnson, Town Council Member; Dave Corliss, Town Manager, DMA Town Council Liaison, Kevin Bracken

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

#CelebrateCastleRock Marketing Campaign: Staff presented the July marketing campaign to help market Downtown businesses through various activities and social media posts. The marketing campaign includes the following: CommUNITY Bingo Card, Downtown Business Highlights, Takeout Tuesdays, Chalk in the Town, the QR Code Summer Scavenger Hunt and a Virtual Concert with Jason Bower and Band.

Events Update: Staff provided an update about the plan for July events and current plans events beyond July, including factors to help determine how to modify remaining events. Staff continues to monitor variances and guidance for local, state, and federal officials, as well as consult with other similar Colorado communities on ways to continue to active downtown districts during a pandemic.

DMA Open Position: Staff informed the board that there are two open seats on the DMA Board, including a Treasurer position from the vacancies left by Sam McKelvey and Kim Heideman. Per DMA bylaws, if a board member resigns, the board can appoint a replacement to carry out the remainder of the vacant term. Nick Lucey motioned to appoint Jennifer Luce with FirstBank to the DMA Board to carry out the remainder of Kim Heideman's term, Steve Spencer seconded the motion; the motion carried on unanimously by the DMA. Nick Lucey motioned to appoint Bernie Greenberg with Kokish and Goldman

to the DMA Board to carry out the remainder of Sam McKelvey's term, Lou Scileppi seconded the motion; the motion carried on unanimously by the DMA.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 3:43 PM.

CALL TO ORDER

Stu Butler called the Downtown Alliance meeting to order at 3:45PM.

APPROVAL OF MINUTES

Minutes Approval: Steve Spencer motioned to approve the June 04, 2020 Alliance Board Minutes as presented, Lou Scileppi seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the June 04, 2020 Alliance Board Minutes as presented, Jason Bower seconded the motion; the motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT

Michael Anne Higgins entered the meeting to introduce herself and her new business, Renew Spa and Salon located in the Riverwalk South Building.

STAFF UPDATE: Staff did not have any staff updates for the board.

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 3:57PM.

UNSCHEDULED PUBLIC COMMENT: No unscheduled public comment.

Staff Update: Staff did not have any staff updates for the board.

DDA ACTION ITEMS AND UPDATES

DDA Vice President Position: John Manka motioned to appoint Andrew Wasson as Vice Chair of the Downtown Development Authority, Andrew Wasson seconded the motion; the motion carried on unanimously by the DDA.

DDA Patios: Staff has been working with Downtown business owners to help increase outdoor seating through the temporary patio program. Staff is recommending using funds to pay for these patio investments. Andrew Wasson motioned to allocate up to \$30,000 into patio investments, Jason Bower seconded this motion; the motion carried on unanimously by the DDA.

Fall Flowerbox Planting: Staff asked for direction from the Board about 2020 fall planting for large flowerboxes surrounding the patios. In 2019, all patio renters were required to purchase fall planting and split the cost with the DDA, with each business owner paying a total of \$40 per box. The board discussed whether all patio renters should be required to purchase fall planting in 2020. The board suggested having flowerbox owners pay for both planting up front in the beginning of the season.

Executive Session: The Board entered into executive session to determine positions relative to matters that may be subject to negotiations, develop a strategy for negotiations, and/or instruct negotiators, pursuant to C.R.S. § 24-6-402(4)(e) regarding the property located at 414 Perry Street.

The Board had executive session discussions and then adjourned the executive session.

The Board returned to the regular meeting of the DDA Board.

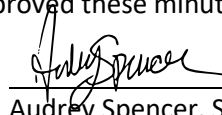
ADJOURN

There being no further Alliance business, the meeting was adjourned at 5:16 PM.

The Castle Rock Downtown Alliance approved these minutes on

08/11/2020

Date



Audrey Spencer, Secretary