

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

MINUTES of August 06, 2020

The Board of Directors of the Castle Rock Downtown Merchants Association and Downtown Development Authority met in regular session on August 06, 2020, via Zoom Conference Call at 3:30PM.

PRESENT

The DMA meeting started at 3:30PM.

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

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

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, Kevin Bracken; DMA Town Council Liaison

CALL TO ORDER

KC Neel called the Downtown Alliance meeting to order at 3:32PM.

UNSCHEDULED PUBLIC COMMENT

No unscheduled public comment.

DMA ACTION ITEMS AND UPDATES

#CelebrateCastleRock Marketing Campaign: Staff updated the board on the July #CelebrateCastleRock marketing campaign which included various socially distanced activities to help engage the community and increase foot traffic in Downtown. The campaign produced several notable items, including a "blackout" bingo that was submitted, where a family completed every square on the bingo card and took a photo of each item. Downtown Business Highlights have received positive feedback from the merchants and community and will continue every Wednesday in August. In addition, the QR codes received 412 total scans, with an average of 46 scans per QR code. The month concluded with a virtual concert in Festival Park on July 31st in partnership with the Town Pedal the Moon event.

Castle Rock Burger Week: Staff updated the board on the plans for 2020 Castle Rock Burger Week. Downtown Castle Rock Burger Week will take place from September 27th–October 4th. Staff has decided on a list of marketing material that will be produced by Versatility Creative Group ranging from a Downtown Castle Rock Burger Week logo, Facebook headers and burger passports. So far 8 restaurants have indicated that they are interested in participating in Burger Week.

DMA Bylaws: The staff received an inquiry about the gender pronouns used in the DMA bylaws. Both staff and DMA President, KC Neel, have reviewed the bylaws and edited each instance of the pronouns

in a red-lined version of the document. While reviewing the bylaws, staff looked at several other edits to better reflect DMA current practices and best practices moving forward. Staff is seeking Board input about the proposed changes. Legal is reviewing the new draft of the bylaws and staff will bring the redlined version to the Board in September for approval, with any additional input gathered today.

Resolution of Appreciation – Steve Spencer: Staff presented the DMA Resolution 2020-03, honoring the service of Steve Spencer as a Downtown Merchants Association Board Member and Vice President. Bernie Greenburg motioned to approve Resolution 2020-03, Denise Fuller seconded the motion; the motion carried on unanimously by the DMA.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 4:45PM.

CALL TO ORDER

KC Neel called the Downtown Alliance meeting to order at 4:45PM.

APPROVAL OF MINUTES

Minutes Approval: Denise Fuller motioned to approve the July 02, 2020 Alliance Board Minutes as presented, Jennifer Luce seconded the motion; the motion carried unanimously by the DMA. John Manka motioned to approve the July 02, 2020 Alliance Board Minutes as presented, Andrew Wasson seconded the motion; the motion carried unanimously by the DDA.

UNSCHEDULED PUBLIC COMMENT

No unscheduled public comment.

STAFF UPDATE: Staff updated the board on the CDOT revitalizing Main Street Grant and the Town's \$45,000 CDOT grant which will be used to improve crosswalks and bike sharrows identified in the Downtown mobility plan.

ALLIANCE ACTION ITEMS AND UPDATES

Burger Week: The safety and wellbeing of the community is important to the DMA, as is the ability for businesses to remain open. Increased social media exposure and small, dispersed family activities like the #CelebrateCastleRock campaign are designed to increase foot traffic and sales for Downtown merchants, while attempting to reduce the chance of restaurant and retail closures. The DMA's mission is to create and foster an active and vibrant Downtown, which can still be accomplished in a year when large gathering is not acceptable. Staff has recommended a strategy instead of bringing a large gathering of people together, in one place on one day, to do many smaller events spread out that still give Castle Rock residents fun, family friendly things to do in Downtown, while hopefully supporting small and locally owned businesses. In September, staff is proposing the idea of Downtown Castle Rock Burger Week, as a creative alternative to Oktoberfest. Downtown Castle Rock Burger week is designed to encourage community members to visit the Downtown restaurants and merchants through a "restaurant week" style event. Residents and burger lovers can visit participating restaurants and merchants to try \$10 one-of-a-kind burger for dine-in, takeout and curbside pickup. The proposed date for Burger Week is September 27th through October 4th. This is a great way to keep Downtown Castle Rock front of mind, while many of our residents, that typically leave the community for employment are staying in Castle Rock.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 4:50PM.

CALL TO ORDER

Stu Butler called the Downtown Development Authority meeting to order at 4:53PM.

UNSCHEDULED PUBLIC COMMENT: No unscheduled public comment.

DDA ACTION ITEMS AND UPDATES

DDA Vacancy: The DDA Board has a vacancy on the board from the seat previously filled by Greg Boman. Andrew Wasson motion to recommend Josie Adler to be appointed by Town Council to the DDA Board, and carry out the term previously held by Greg Boman which expires on 6/30/2023, John Manka seconded the motion; the motion carried unanimously by the DDA.

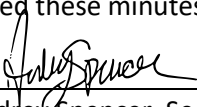
DDA Bylaws: Staff received an inquiry about the gender pronouns used in the DDA bylaws. Both staff and DDA Chair, Stu Butler, have reviewed the bylaws and edited each instance of the pronouns in a red-lined version of the document. While reviewing the bylaws, we have looked at several other edits to better reflect DDA current practice and best practices moving forward. Staff is seeking Board input about the proposed changes. Legal is reviewing the new draft of the bylaws and staff will bring the relined version to the Board in September for approval, with any additional input gather today.

ADJOURN

There being no further Alliance business, the meeting was adjourned at 5:05PM.

The Castle Rock Downtown Alliance approved these minutes on

Date



Audrey Spencer, Secretary