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

MINUTES of July 7, 2016
The Board of Directors of the Castle Rock Downtown Merchants Association, Downtown Alliance and Downtown Development Authority met in regular on Thursday, July 7, 2016 at the Philip S. Miller Library, located at 100 South Wilcox Street, Castle Rock, CO 80104. The DMA meeting started at 3:00 pm.

PRESENT

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

DMA Members Present: John Manka, Nick Lucey, Nicole Sanders, Denise Fuller

STAFF: Kevin Tilson, Alliance Director; Angie Vencill, Assistant Director; Karah Reygers, Project Manager

ALLIANCE PARTNERS: Julie Kirkpatrick, Town of Castle Rock; Dan Sailer, Town of Castle Rock; Dave Corliss, Town of Castle Rock; Jeff Smullen, Town of Castle Rock

PUBLIC ATTENDEES: Matt Call, Navpoint Real Estate; Tim White, White Construction Group; Grant Carley, Granelli's Pizza; Jim Delay, Flying Horse Catering; Brian Young, Sienna

CALL TO ORDER
John Manka called the meeting to order at 3:00pm.

DMA ACTION ITEMS AND UPDATES

Movie 1, Car Show, Car Show Concert P&L's: Staff presented the P&L's for the first three events: Movie 1, Car Show Concert and the Car Show. The DMA shows a Net Income for all three events; the Net Income for Movie 1 and the Car Show Concert are ahead of the projected Net Income. Net Income for the Car Show is slightly below the projected Net Income due to the purchase of Car Show shirts and the addition of more attractions for the event.

2016 Events Updates: Staff presented a current update and to do list for the month of July and the upcoming events. These items included: social media advertising, sponsor/vendor solicitation, volunteer positions, Communication Plan Team meetings and debriefs and Oktoberfest planning.

DMA Letter of Support – East Plum Creek Trail Grant: The DMA received a letter from the Town of Castle Rock Parks and Recreation Department requesting that the DMA submit a letter of support for a Great Outdoors Colorado (GOCO) Grant that the Town is applying for to support the East Plum Creek Trail Phase 5 Project. Staff drafted a potential letter for the board to take action on. Nick Lucey motioned to submit the proposed letter in support of the Town's grant application for GOCO Grant to support the East Plum Creek Trail Phase 5 Project; the motion was seconded by Nicole Sanders. The DMA Board voted and the motion received a 3-0 vote. A quorum was not present at the meeting for the vote to carry so staff will facilitate an electronic vote.

ADJOURN
There being no further DMA business, the meeting was adjourned at 3:30pm.

CALL TO ORDER
Jason Bower called the Downtown Development Authority meeting to order at 3:30pm.

UNSCHEDULED PUBLIC COMMENT
There was no unscheduled public comment.

STAFF UPDATE
Kevin Tilson provided a staff update, including his attendance at a Town Council meeting where there was the potential elimination of Sales Tax and Property Tax discussed by Council. A majority of Town Council expressed that they did not support the elimination of either tax because of the constraints it would put on Town Services.

DDA ITEMS AND UPDATES
Façade Grant Applications
312 Wilcox Façade Grant: Matt Call, representing the 312 Wilcox Façade Grant request was in attendance at the meeting. Staff presented the $6,000 request ($1,000 for design and $5,000 for construction). Stu Butler made a motion to approve a façade grant for the work presented for 312 Wilcox for a total of $6,000 ($1,000 for design work and $5,000 for construction), the motion was seconded by Greg Boman; motion carried unanimously.

21 Wilcox Façade Grant: Grant Carley, representing the 21 Wilcox Street Façade Grant request was in attendance at the meeting. Staff presented the $16,000 request ($1,000 for design and $15,000 for construction). Stu Butler made a motion to approve a façade grant for the work presented for 21 Wilcox for a total of $6,000 ($1,000 for design work and $5,000 for construction), the motion was seconded by Mike Trede; motion carried unanimously.

DDA Letter of Support – East Plum Creek Trail Grant: The DDA received a letter from the Town of Castle Rock Parks and Recreation Department requesting that the DDA submit a letter of support for a Great Outdoors Colorado (GOCO) Grant that the Town is applying for to support the East Plum Creek Trail Phase 5 Project. Staff drafted a potential letter for the board to take action on. Stu Butler motioned to submit the proposed letter in support of the Town's grant application for GOCO Grant to support the East Plum Creek Trail Phase 5 Project; the motion was seconded by KC Neel. The motion carried unanimously.

Update on The Move Project: Tim White joined the meeting to provide a brief update on The Move project in Downtown.

ADJOURN
There being no further DDA business, the meeting was adjourned at 3:50 pm.

CALL TO ORDER
Jason Bower and John Manka called the Downtown Alliance meeting to order at 4:00pm.

APPROVAL OF MINUTES

Minutes Approval: The June 2, 2016 minutes were submitted for approval by both Boards. KC Neel motioned to approve the minutes as presented for the DDA, Stu Butler seconded the motion; motion carried unanimously by the DDA. Nicole Sanders motioned to approve the minutes as presented for the DMA, Nick Lucey seconded the motion; motion carried unanimously by the DMA.

UNSCHEDULED PUBLIC COMMENT
There was no unscheduled public comment.

ALLIANCE ACTION ITEMS AND UPDATES

Banner Approval: Staff presented a "Free Parking" banner to the Banner Committee and received approval, and then presented it to the Alliance Board for final approval. This banner will hang on the light pole at 3rd and Jerry Street, on the northeast corner of the intersection. Staff has received feedback that it is not obvious that this is garage is a parking garage and this sign should help address this. Stu Butler motioned to approve the Free Parking banner to be installed at 3rd and Jerry Street, seconded by Greg Boman; the motion carried unanimously.

Town Hall Expansion: Julie Kirkpatrick, from Development Services at the Town of Castle Rock joined the meeting to provide an update on the proposed Town Hall Expansion project.

3rd and Perry Street: Dan Sailer, Assistant Director of Public Works from the Town of Castle Rock joined the meeting to provide information regarding the need for a traffic signal or roundabout at 3rd and Perry St.

This was discussed briefly with DDA Chair/Vice Chair and DMA Pres./Vice Pres. and at the last Alliance meeting, and the board encouraged Town Staff to meet directly with the businesses owners immediately affected and to reconvene discussion at the next Alliance meeting and invite the DMA Member businesses. A summary of the discussions with immediate business is provided below and the DMA Member businesses were invited to attend this meeting. Dan met with the businesses in the immediate vicinity of this intersection. The following is the summary stats:

1. Number of businesses reached out to: 16
2. Number of businesses spoken with or emailed: 12
3. Number of businesses that provided a preference: 10
4. Number of businesses that prefer a roundabout: 7
5. Number of businesses that prefer a signal: 3

Primary reasons for supporting roundabout: Prefer overall benefits to traffic/pedestrians as well as aesthetic opportunity.

Primary reasons for supporting signal: Minimizes potential loss to existing parking spaces.

A secondary piece of feedback: Most businesses are interested in overall increases to parking downtown.

KC Neel noted that the Town has identified a need for improvement at 3rd and Perry St. and motioned to recommend a roundabout for this intersection, seconded by Stu Butler; motion carried unanimously for the DDA. Nick Lucey noted that the Town has identified a need for improvement at 3rd and Perry Street

and motioned to recommend a roundabout for this intersection, seconded by Denise Fuller; motion carried unanimously for the DMA.

Downtown Parking: As has been discussed at prior meetings, the Town and the Downtown Alliance have partnered with parking experts at Kimley-Horn and Assoc. to create a Downtown Castle Rock Strategic Parking Plan.

Kimley-Horn joined the meeting to introduce themselves and provide an overview of their goals, timing and deliverables, and discuss parking in general with the board, as well as hear public comment.

ADJOURN
There being no further Downtown Alliance business, the meeting was adjourned at 5:25pm.

The Castle Rock Downtown Alliance approved these minutes on

August 4, 2016
Date

Angela Vencill
Angela Vencill, Secretary