

All attendees should freely share their minutes and other supporting documents with whomever they believe may have an interest.

**Downtown Development Committee of Parker (The DDC)
Committee of the Parker Chamber of Commerce
Minutes of Organizational Meeting No. 19
January 8, 2008
2:00 p.m.**

The following individuals were present at the meeting of the Downtown Development Committee (DDC): David A. Van Landschoot, Justin Van Landschoot (Parker Station), Patt Paul and Colbe Galston (Douglas County Libraries), Tom Radigan and Catherine Henry (Brokenneck Parker Properties), Gary Lasater (Town Council), Fred Starr (Town of Parker), Adele Kirby (KZ) and Parker Cultural Commission, Jim Anest (Victorian Peaks), Mike Waid (Search Parker Magazine), Joe Skalisky (Remax Alliance), April Kovari (Land of America) Bill Meade (Parker Cultural Commission) and Lisa Maurer (Parker Chamber of Commerce), Pete Wells and Larry Graves (Charter Investment Partners), Sam Demander (Sage Building), Ben Snow (PEDC) Lee Riggs (Vines), Mark Daugherty (FirstTier Bank), Stevan Strain (Warhorse Restaurant), Wayland Britt (Victoria's Weddings and Garden Parties) Steve Parry, Doil Storie (Farmers Insurance), Charlie Kerchival (First Bank of Parker), Joe Skalisky from Remax Alliance, Lt. Sam Realmuto (Parker Police Department).

Thank you for such a great attendance!

I. Introduction of all participants.

New attendees included Joe Skalisky from Remax Alliance. Joe is also a member of the Parker Chamber Board of Directors, the Boy Scouts and Parker Lions. He was attending as community member. Lt. Sam Realmuto of the Parker Police Department was in attendance to present on crime in Parker. Wayland Britt of Homestake Engineering was attending. He also owns the Victorian Newcomb House in Victorian Park.

II. Handouts and Review of November 18, 2007 meeting minutes. November minutes are approved.

Handouts include the Agenda for January 8, 2008, the Minutes for DDC meeting no 18., Proposed Meeting Dates - Topics for DDC for 2008, Proposed 2008 DDC Goals, PEDC Economic Development Priorities for Greater Parker in 2008, article from *The Villager*, January 3, 2008 "Englewood Arts acquires space to build Cultural Arts Center downtown," Motions by DDC re: Event Management/Planning in the Old Town Parker district for November 26, 2007 Town Council Study Session, e-mail from Elise Pennington re: Link to Town's online Community Calendar, email from Elise Pennington re: New Town e-mail blast list on www.parkeronline.org, proposed 2008 Town Budget Cultural Fund pages 54-55 (David passed around total proposed budget), brochure from Parker Station. Justin advised that they performed demolition on the preexisting restaurant space.

Currently they have two tenants, Falcon Brewery who will have pizza and a microbrewery, and Indochine Cuisine, which offers Thai and Vietnamese food. They have available a 2200 square foot space for which they are currently looking for a general retail or office tenant. David also made available the sign program and public art packets from DDC to Town Council passed out at previous meetings as well as copies of information on sponsoring Chamber events. David circulated drawings of the Mainstreet Improvement plans from Town. Tom asked about the acquisition of the "dirt lot." The Town has possession.

In addition to all of the above handouts, the following was also provided and made available:

1. *Parker: A Town Through Time* DVD from DC8. Gary advised this is one of the Council's steps to educate the community about Parker's history. The 30-minute show, from the perspective of 4 local kids, is appropriate for the whole family. The DVD is available for purchase for \$6.00 from Town of Parker or soon available for checkout at Parker Library. David would like to see a PR DVD for business and development in Parker. Gary mentioned that the PEDC has items like this.
2. *A Whole New Mind* by Daniel H. Pink (New York: Penguin, 2006.) David finds the book of interest due to info on increased right brain approach to business and culture in the future. How does this impact Parker business and development? Each reader can determine the answer to this question.

III. Results of Summerfest/Farmer's Market RFP

Gary advised that they received one official presentation last night from consortium of six local Parker business owners, Parker Fest LLC that includes DDC members, Stevan Strain, Lee Riggs, Mark Lewis and Brenda Zdanowicz. They will be the operators for this event. Nancy Simmons and her husband (Tri-county Markets) who have previously managed the Farmer's Market have plans to move their Farmer's Market to the Crossroads, the shopping center north of the library on the hill. Their contracted vendors will not be able to maintain a presence at both locations. Town Council has tentatively approved both. David feels that both will struggle and encourages those who are interested in this event to "come forward and participate" and that this year must be approached as a building year.

IV. Presentation by Councilman Gary Lasater

1. David brought up the February 11th, 2008 study session as a time to review the Sign Program. Gary advised that Town Council is having a two and half day retreat to review the upcoming year and determine their goals later this month, which is now scheduled to begin January 24, 2008. After the retreat, Council will communicate to Town their priorities and decisions. These will cover topics such as local history, economic development and customer service. David asked if the budget is discussed at this retreat. Gary advised that budget is not annual; revisions take place in April and October generally.

David asked if anyone wants to make any input prior to the retreat or if people can contact their councilperson prior to the retreat. Gary advised that Council is aware of the DDC's programs.

2. Gary advised here is no need for DDC to communicate anything to the Council. Council will review the Cultural Center, Sulphur Gulch improvements, the Sign Program and the Public Art Program at the retreat.

3. David asked after the process for the Public Art Program and how that relates to the budget. Gary stressed that it is a town wide program first which will be tweaked for Downtown. The Parker Cultural Commission is putting together final proposal. Adele advised that the Cultural Commission would present to the Town Council this month. David asked for clarification regarding movement by Town Council or Parker Cultural Commission on the Public Art Program in response to the funding from the DDC. Bill Meade advised that Town engaged consultants to look at other public art programs in Colorado. They presented to the Cultural Commission who then responded to the consultant information. Tomorrow the Cultural Commission will discuss the output from this presentation and advise the Town about their definition of public art. This is considered the first piece for a town wide program. The town wide program will include protocol for the program and criteria for art. The Cultural Commission will present preliminary recommendations to Town Council. Town Council is also addressing the new Douglas County program "Art Encounters." This program consists of rotating sculpture pieces throughout Douglas County. There is a \$5,000.00 budget for the program and there is currently a call for artist entries. A committee of three Parker representatives and people from other communities and entities are on the Public Art Advisory Committee for this program.

David asked after the line items from town budget on page 54 and 55. Gary advised that the \$35,000.00 from SCFD is the usual annual amount. Gary advised that the Town's finance director would have to explain the budget details. Fred Starr advised that some of these funds go toward Mainstreet Center programs. David asked Fred to point out the budget for town wide public art in the budget. Fred clarified that there are no designated funds for the art program. Gary explained that the funding for Cultural Center is similar - funds are reallocated out of general funds or migrated from discretionary funds. David asked because many individuals from the DDC have committed funds to the Public Art Program that would be available in March/April and David needs to communicate with said funders regarding availability and/or collection of funds. Fred advised that preliminary budget work is done in May and Council can redirect priorities at this time. The budget would be approved in November 2008 for 2009. Gary advised that after the retreat Council would have better idea regarding the budget priorities.

4. At the last Council meeting, Town Staff did a presentation and made recommendations of a northern location for Preservation Park. It will not be on the Norton open space, but on the Bainbridge 5.8 acres. The preliminary design has parking on south end but could have the trailhead and restrooms on Norton.

Arapahoe County will bring trail down from their trail. The plan has allocated 12-15 "site pods" or thematic areas including rail history and the stagecoach era. Council allocated \$50,000.00 for this project including a permanent foundation for Hood House and the rail cars.

5. Covered at beginning of the meeting.

6. Gary read e-mail from Chris Hudson regarding the Mainstreet Improvements as of 1/8 to cover this topic. The e-mail advised that the project is going out for bids this month and work will start in April. Town will work with the contractor to schedule the improvements. Underground work will be first to start, and proceed from low ground to high ground, which would be O'Brien Park east on the north side of Mainstreet. There will be no night work due to the Town ordinance against construction between the hours of 7:00 p.m. and 7:00 a.m. Traffic will be diverted around Victorian Park. David asked about staging to determine if it will pose problems for businesses or access points. The contractor will determine staging. Mark asked after plans around the Parker Country Festival. Gary indicated that this is accounted for in the plans. Tom also advised that he has a property that could be used for staging. David also offered the Parker Station parking lot and mentioned that using public property is always preferred. Tom also offered his lot to Chamber for the Parker Country Festival. David reminded the DDC that having everybody work together helps to overcome difficult problems.

7. Fred advised that the O'Brien Park sign is actually from last year's budget. Town Council will determine locations for this year's given budget at the February 11th meeting. David feels that the corner by town hall is the next priority to cover East and West entrances to Old Town Parker. Gary reminded the DDC that the budget covers whole town and also stressed the importance of Parker style lights and median as design elements that indicate arrival in Parker. David again brought up funds raised by DDC and their availability to town for use on the Old Town Parker entry signs.

8. No update re: Sulphur Gulch.

V. Sub-committee

i. Lee Riggs presented on the Event Planning sub-committee. They had a meeting with Council November 26th 2007 and Council was very receptive to ideas on event planning and getting more events in Old Town Parker. The sub-committee met yesterday and decided to focus on the topic of communication of current events to the public and businesses, tenants, owners in effected areas. The sub-committee has proposed collaboration with Town on communication such as using the email blast system, including weekly blasts during construction. The DDC would provide all relevant e-mail addresses to Town staff. DDC will also produce posters to put in businesses with information about events. Lisa Maurer will assist with the creation of these posters. This will also serve to promote such events. Also, the idea of magnets that list ongoing events was brought up as a communication and promotional tool. The next meeting of this subcommittee is February 6th, 2008.

ii. Covered earlier in the meeting.

iii. Jim Anest presented on Victorian Park and advised that he had a meeting with Victorian Park people where consensus was reached on the idea to create a logo to hang on the poles of the five globe lights to establish this district. Sam and Carrie will head group to create the logo, and he has contacted the Parker Artists Guild for assistance. The next meeting was January 12th, 2008 at The Tailgate at 8:30a.m. Sam will present on logos or other ideas. David circulated pictures of other ideas of treatments on light posts to create an individual identity for Victorian Park. David asked Fred about funds for help to create signage in this unique area specifically looking for "quality over quantity." Fred advised there are difficulties getting signage for specific area without opening the floodgates to any private entity. He shared it is best to have public/private partnership (which is a council goal) to fund such projects. Fred felt such signage was a "good idea."

iv. Catherine Henry presented on Marketing Cabinets and advised that she will speak with the locations that volunteered to host cabinet to pick a model and get them ordered.

iv. Jim Anest has met with his artist twice and built a concept with Jean Martin to incorporate her grandfather's history into the piece (he was a carpenter). The current concept is that of a carpenter talking to younger person. It will be a bronze piece or a bronze and stone piece. Jim will have more to share in March when he awards the contract. Installation is set for Summer 2009. Also, David handed out an example of the website "Discover Monument" a promotional website for Monument, Colorado including a directory of restaurants and stores and event information. Money has been raised toward a similar project for Old Town Parker area. \$3750 has been raised toward the production of the web site. The website will allow businesses and professionals to participate. There will be a step-by-step process to promote and advertise on this website.

VI. Crime in Parker

Lt. Sam Realmuto of the Parker Police Department presented on crime in Parker. Handouts included: Town of Parker Crime Analysis on Property Crime December 5th, 2007; Town of Parker Crime Analysis on Violent Crime December 5th, 2007; Parker Police Department Crime Analysis Year-to-Date Report 2006/2007; and *Money Magazine: Best Places to Live 2007* Compare Tool on "Quality to Life". The Year-to-Date analysis is used to compare year-to-year crime statistics. 2007 is down 12.9% overall due to the combined efforts of community and the police department. "Target Crimes" which affect quality of life are down 4.1%. Parker PD is battling identity theft and fraud most frequently. Crime analysts put together year-end statistics in mid-January so an update will be available. There were no questions regarding the statistics. Justin asked how these numbers compare to Colorado and the nation. Lt. Realmuto explained that these are "reporting statistics" – these charges can be tied into other crimes. For instance, kidnapping could be tied into domestic violence charges while fraud could be tied into identity theft. The comparison statistics are pulled from 2005 and 2006. This is a different time period than the YTD information with a comparison to other cities similar to Parker in terms of demographics.

Sam advised that the PD is developing a website to include more information regarding identity theft, including how to prevent it and how to assist police with investigating this crime. This will include the future ability for online reporting of misdemeanor crimes. This will facilitate the reporting of crimes, which may show a spike in numbers but will ultimately assist the PD. Parker PD wants to work with business community; they ask them to please indicate any needs for information. Justin asked after the genesis of identity theft in Parker, whether it was occurring in businesses or residential areas. Lt. Realmuto advised it could be from cluster mailboxes or credit card receipts or numbers.

VII. Old Business

1. Steve Parry announced that he recorded the plat on Town Hall Village last week. Construction will depend on market conditions but may begin this year.
2. Tom advised that the Mars group is doing some rendering for the boutique hotel/development at his location. The building plan has been downsized from 80 units to 60. The footprint is to be determined and they should see renderings and designs in the next month. They will most likely come out of the ground in 2009.
3. Wayland Britt advised that the Victoria's wedding site building will be remodeled and the site improved, but should be available in 2008.
4. Lew Palmer indicated that Town approved the transfer to subdivision for Montgomery House.
5. Jim Anest advised that the Victorian Peaks hole will have its concrete foundation completed by January 20th, and steel is arriving next week for the three stories to be erected.
6. Stevan Strain that the Warhorse Restaurant is proud to be serving breakfast 7 days a week.
7. Mark Daugherty advised that FirsTier Bank would be opening end of March (on Parker Road).
8. The Old Town Parker holiday lights looked lovely and received a good response per Justin.

VIII. Meeting Adjourned 3:50.

Next meeting scheduled for March 11, 2008, 2:00 p.m. at the PWSD conference room.

These minutes are brought to you by staff from the Douglas County Public Library and David A. Van Landschoot. We look forward to everyone's continued attendance at the DDC meetings.