

All attendees should freely share their minutes and other supporting documents with whomever they believe may have an interest. To refer to previous minutes or general information about downtown development please see the Douglas County Libraries iGuide online at <http://tinyurl.com/6krh5l>

**Downtown Development Committee of Parker (The DDC)
Committee of the Parker Chamber of Commerce
Minutes of Organizational Meeting No. 22
April 8, 2008
2 p.m.**

The meeting was held at TheWarhorse Inn as the Parker Water and Sanitation building was still under construction. Thanks to Stevan for putting us up so graciously at the last minute!!

The following individuals were present at the meeting of the Downtown Development Committee (DDC): Lynn Sigman, Colbe Galston and Patt Paul (Douglas County Libraries), Joe McDaniel, Jackie Campbell, Susan Merriman, Greg Sweatt (Parker Artists Guild), Tom Radigan and Catherine Henry (Broken Neck Properties), Harshan Kalatardi (Parker Montessori), Stevan Strain (The Warhorse Inn), Doil Storie (The Storie Agency Farmers Insurance), Charlie Kerchival and Michael Dunagan (FirstBank), Steve Parry (Town Hall Village), Lee Riggs (Vines Wine Bar), Joe Skalisky (Parker Chamber of Commerce), Valerie Holden (Champion Bank), David A. Van Landschoot and Justin Van Landschoot (Parker Station), Kirby Ross (Exchange Building), Larry Graves and Pete Wells (Charter Investment Partners), Nanci Simmons (Parker Farmers Market)

I. Introduction of all participants

New attendees at the meeting were Harshan Kalatardi of Parker Montessori School, Mike Dunagan of FirstBank of Parker, Valerie Holdens of Champion Bank and Susan Merriman of the Parker Artists Guild.

David reviewed the March 25th meeting led by Parker Water and Sanitation District. One of the highlights was the information that Parker Water is buying one to two farms in northeast Colorado, specifically Logan County, per year. They currently own 17 properties. This is part of 30 year plan to create a water resource. A million dollar budget per year exists for this project. The concept is to create an investment for future although the future value of the farms is undetermined. However, this holding creates a “place at the table” from which to discuss water rights in the future. Secondly, the Town Castle Rock is being asked to contribute \$55 million for the Hess Reservoir expansion. Most the money has been spent, though only 7 million is needed to finish the reservoir per the original scope. The PWSD is holding about \$15,000,000 to finish the reservoir. Partners are only needed for improvements to the Reservoir, not completion. The Parker Water presentation emphasized that the Reservoir is for water management not storage. Parker Water’s system is different from the program in Alamosa, Colorado, which is not a closed-in system. Parker’s water is treated so there is no opportunity for contamination in this area.

David also passed around the publications the *Denver Business Journal*, the *Boulder County Business Report*, and the *Northern Colorado Business Report*.

II. Handouts and review of the minutes for Meeting No. 21.

There were no objections or corrections to the previous minutes.

Handouts included: the artist rendering of the Pikes Peak and Mainstreet intersection after the Mainstreet improvements, an example of a video business card as a potential CD Rom/DVD marketing Old Town Parker, the minutes for Meeting No. 21.

III. Presentation by Council Member Gary Lasater

Neither Gary Lasater nor Fred Starr was in attendance so David covered some of the topics.

1. Mainstreet improvements - Town Council is voting on the Mainstreet improvements April 14, 2008. David encourages attendance by DDC to show support for the project. The meeting is 6:30 pm Town Hall. David thinks, if the vote passes, the start date will be 1st week of May. Again, the starting location will be the north side of the street at the Parker Road intersection.

2. Criminal Justice PR campaign – \$5,000 has been given by the DDC out of a total of \$16,000 requested from community members. The Parker Economic Development Council has been asked for \$30,000. It is up to the PEDC Board to make a decision at the end of May. The Chamber has been asked to contribute but there is not information regarding the amount. David advised that the DDC is the first to have committed funding to the Justice Center campaign. This shows that the interests of the Committee move beyond the Old Town Parker district.

3. Douglas County Libraries campaign - Patt Paul updated on Library staff efforts. Staff is being trained on voter registration by the Secretary of State office. Various branch libraries will be acting as polling places for upcoming elections. The Library is creating programming on civic engagement to discuss current political topics. Stevan Strain presented for the Library Board. The Library Board and staff can continue to campaign until an official resolution is passed. The Board believes that with library card penetration (85% of voters are library card holders in Douglas County) will encourage the “Get Out the Vote” campaign and support of library. More voters are expected to participate this year due to the Presidential election. The Board is talking with Baum and Associates, the bonding house, if/when decision is made, which would be to go in November election. Town staff maintains that land for the new Parker library is still free if the vote is passed. The challenge is the large number of campaigns – Town Council, Justice Center, Library and possibly the School District – that will require funding for this round of elections. The new Parker Library will need one year of design before groundbreaking.

David also noted that the DDC has been or will be asked to raise money for the Justice Center campaign, the Library campaign, Town Council campaigns, and the School District campaign.

4. Signage Program – David presented on the information form the recent Town Council meeting. The first signage priority per Town Council is the sign at the corner of O’Brien Park and Mainstreet. The second priority is the east gateway to Old Town Parker (at Pine and Parker) by Steve Parry’s property. The third priority will be elsewhere in district and will be funded through found money. There is borderline support for the sign at Mainstreet and Pikes Peak for Victorian Park. David feels this is an important sign and the DDC should discuss doing this sign now rather than retroactively after construction. Kirby worked on the easement for that location – it is not an issue of space. David may consider reallocation of money for future signs in order to support doing this sign now. This topic is being raised now and will be formally discussed at the May meeting.

IV. Subcommittee presentations

- i. Event Planning - Lee Riggs. The Town calendar is now the designated Parker Community Calendar. Elyse Pennington will post anything for events in the community. Lee handed out April and May calendars. This calendar is also available on the Town website. Lee discussed the proposal for magnets and posters for Old Town Parker events. He passed around a mockup of the magnet design. These cover the main public events in the District. The magnets are being sponsored by the Town of Parker, the Parker Artists Guild and the Parker Chamber of Commerce. For the 4"x 6" magnets, one bid has been returned. For 5,000 magnets the price would be \$ 0.41 – a cost of approximately \$700 per entity. For 10,000 units the price would be \$0.37. Posters will be for storefronts. Any feedback on this information, please speak with Lee. Jackie will present the info to Parker Artist Guild Board for design. There is a silhouette of the gazebo as background. Doil asked about adding Parkerfest to the magnet – however, they are not a sponsor. Open discussion ensued. Charlie suggested that the Parker Coalition may be able to provide some funding – these are separate funds even though participants are the same (Chamber, PEDC and Town). David suggests in future using dates such as “third week of July” to increase permanence. Jackie asked about distribution. Elyse at Town advised they could possibly use the Town newsletter, although it is folded and sent in bulk without envelope. David wants a goal of 15,000 pieces and advises that the DDC, the Parker Coalition and Parkerfest explore adding some funding and their information to magnet. The next Event Subcommittee meeting is in two weeks April, 22nd at Town Hall at 1pm. This meeting will finalize the magnet design. Lee advised there is a three day turnaround for printing but the decision needs to be made soon to get the information out.
- ii. Public Art program – Stevan advised that there was an article in the *Denver Post* about the Castle Rock downtown revitalization and that the foremost component is public art. This shows the importance of supporting this program and he hopes that DDC still stays excited.
- iii. Victorian Park – no update.
- iv. Marketing Cabinets – Catherine has created a draft of the poster which she passed around. Contributors to the poster included Ben Snow and Steve Parry. David reiterated that he suggested the idea of the cabinets and posters as a way to market Downtown development efforts. These marketing efforts funded by the PEDC, the DDC and area real estate developers. The cabinets have arrived and they are currently being stored at David's offices in Parker Station. There are 8 cabinets available – 4 indoor style (18" wide x 24" high) and 4 outdoor style (34" wide x 48" high). Indoor cabinet locations discussed: Warhorse Foyer, Vines, and possibly Town Hall, Mainstreet Center or H2O'Brien Pool. David will talk to Town Hall and the Pool. Jackie with Parker Artists Guild will talk with the Mainstreet Center. Outdoor cabinet locations discussed: Parker Station, Kirby's property in breezeway, Larry's property, and Jim Anest's property. Patt Paul with Library said cabinet

location not available at this time. David has an installer available - if you want this person to install your cabinet, please designate location on your property with tape, etc.

- v. PR Campaign for Old Town Parker District DVL – really need to market ourselves and figure out what we’re going to do. Keep thinking of ideas and prepare to discuss in May/June meetings. Pool resources/PR money for a focused effort.

V. New Business

1. Parker Artist Guild presentation and update

Jackie asked about the existence of a Parker flag. Stevan used to have one but advised it looks rather elementary. Joe McDaniel advised that this question came up from a community member who asked about flag existence. DDC encourages the Artists Guild to be designated to design flag.

Jackie updated on the Wine Walk. The Warhorse is the only business currently signed up. Jackie advised that people refer to the Meeting No. 21 minutes for good overall information about this event. Two changes are that the deadline is moved to May 10th for applications and the start date is pushed back to the June 20 date to allow for more participation of businesses and more promotion time. There are artists committed to creating along the walk. David advised that Parker Station will fund a Chamber booth. Susan Canny of United Country Real Estate in Parker Station might participate per David. Lee of Vines is thinking about it. Falcon Brewery will be open then. The event promotion magnets will need to be updated to reflect this new date.

Joe McDaniel presented on the visions created by the Artist Guild for improving the aesthetics of the large cement area on improved Mainstreet at Pikes Peak as this is the town center. Joe passed out two handouts: a Concept Proposal including background, the theme, potential costs, and the goals; and a rough sketch of the concept with additional pictures of Greg’s sculpture in O’Brien Park “Time Stones” and the dinosaur tracks in Dinosaur Ridge. Joe, Susan, Jackie, Andy Barnett, and Greg developed a concept to turn this flat concrete into interesting area. They are building on the idea of Parker as a historical center for a variety of timeframes. “Time Stones” in O’Brien Park includes visuals from prehistory, Native American history, the historic West, and the present day. Working off this sculpture, the artists developed the idea of footprints in the concrete – these will represent the same areas of history as the sculpture. There will be a compass rose in the middle. Joe showed an example of the dinosaur ridge footprints. These can be done without creating large depressions to cause tripping. An example would be life-size mammoth footprints that represent the fossil remains housed in Town Hall. The concept proposal details the diversity of prints for each timeframe. Interactivity can be brought in to the concept as well; each track would be colored with a corresponding key to identify them which also brings an educational component. This concept allows for lots of creativity for representation of timeline and builds on theme in O’Brien Park. Logistics would include preplanning with engineers to connect all tracks.

Other ideas include planters in each quadrant. These would have plaques with identification of tracks or timeframe. Tom asked about sponsorship opportunities; sponsors and the contributing artists could also be displayed on the planters. Jackie advised that this concept also appeals to the larger community outside of town – it creates a destination that is interactive and educational. It also fits with the public art history walk program. Construction arrival at this intersection should be July, and the finishing will most likely take place in August. Therefore the concept needs to be designed, presented and heavily supported in a prompt fashion to demonstrate commitment. Parker Artists Guild will donate their time and effort to create a design over the next 45 days. The DDC will raise money to offset cost of this; \$10,000 is the ballpark figure. David will contact the Mainstreet contractor to determine their openness to working on this

project. If they are not supportive it will be incredibly difficult to move forward with this project. Dimensions of the area are unknown but “big.” David recommends waiting to present this to Town Council until the plan is more detailed. This gives the group 2 months to create the design and have a small committee lead the project. David recommends bringing on a Parker Historical Society member and/or a Cultural Arts Committee member to join the design team.

2. ParkerFest update

Stevan updated the DDC about this enterprise. The event will begin May 4th and run into October (with weather permitting) from 9am to 3pm. Currently, 25 booths are registered. They expect to start with 50 and have 100 booths at end of summer. The goal for next year is 100 to 200 booths. The event will be held on Tom and Catherine’s property, the Mainstreet Center lot, and the Parker Station lot. The LLC has met with public works, the police department, the fire department, and Tri-County Health and has gotten all licenses. The website parkerfest.com is up and running and they have an account with FirstBank. They have a not-for-profit designation. Currently there two produce providers, one of which is organic and one is not. Some restaurants are participating including Big Jims’ BBQ and the Warhorse. Non-profits will participate as well. Craft booths will provide clothing and jewelry for sale. There will also be recreation for kids, live music and chef demonstrations. Anyone is welcome to participate; online registration is available.

The Parker Artist Guild through Jackie expressed an interest in participating. Sponsorship checks (for insurance, license and property costs) can be submitted any time before May 1st. Checks are payable to Parkerfest and can be dropped off at the Warhorse. Sponsorship opportunities are \$800. The event is non-profit, but it is not registered as 501(c)3 so a donation is not deductible.

David congratulated Nancy for her previous work with the Farmer’s Market. She had nothing to share.

VI. New Agenda Items for May 6, 2008

The focus will be on gearing up for the future campaigns. There will be a large meeting in June, possibly at a new location. This will include updates for summer with success stories.

VII. Meeting adjourned: 3:29

The minutes are brought to you by Douglas County Libraries, David A. Van Landschoot, Justin Van Landschoot, Stevan Strain, and Jim Anest.