

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. 23
May 6, 2008
2 p.m.**

The following individuals were present at the meeting of the Downtown Development Committee (DDC): Tom Radigan and Catherine Henry (Brokenneck Properties), Jackie Campbell (Parker Artists Guild), Joe Skalisky (Parker Chamber of Commerce), Stevan Strain (The Warhorse Resaturant), Gary Lasater (Town of Parker), Jim Anest (Victorian Peaks), Mark Dougherty (FirsTier Bank), Pete Wells (Twenty Mile, Ltd.), Mike Dunagan (First Bank), Patt Paul, Lynn Sigman and Colbe Galston (Douglas County Libraries), Steve Trevino and Carlo Jones (Ponderosa Valley Funeral Services), Elise Pennington and Fred Starr (Town of Parker), Doil Storie (Farmer's Insurance), David A. Van Landschoot and Justin Van Landschoot (Parker Station), Susan Quarkes (Booth Research Group), Dawn Buchart and Kathy Bruno (Parker Arts Council), Lee Riggs (Vines Wine Bar), Ann Siebert and Rob Coppock (Me Me Me Salon and Boutique)

I. Introduction of new participants

Every individual introduced themselves as there were several new faces in attendance.

Steve Trevino presented on the Parker Country Festival asking for volunteers for the Beer Garden Tent. FirsTier Bank volunteered 10 staff members during one of their shifts. The first annual Chamber golf tournament will be held August 25th. Please contact the Chamber for more information

Jim Anest advised that he had a print copy of the Old Town Parker website. The live launch date will be June 1st or sooner. He asked for any corrections or information that may be added. He is looking for more pictures or information from district businesses. Please reply to Jim with more information for addition.

David discussed the definition of Parker as being an excellent bedroom community of south Denver area. Gary Lasater was the only one to challenge this definition and claimed that Parker is a full-service community. The daytime economy of Parker has been a challenge in David's history. Old Town Parker is part of the growth of a core community and any proposed daytime economy.

II. Handouts and review of Meeting No. 22 Minutes

Handouts included the agenda, Meeting No. 22 Minutes, Sponsorship opportunities for Let Freedom Sing, Old Town Parker Events flyer, artist's rendering of Mainstreet improvements, and the Parker Artists Guild proposal.

III. Update from Council Member Gary Lasater

1. Mainstreet improvements

Construction activity has started and will begin at the Northwest corner by O'Brien Park. The utility locates are occurring right now. Tentative start for construction is the next couple of weeks. Some activity is happening on the new alignment on the North side of Pikes Peak

Drive starting with curb and gutter work. Town Council discussed the Parker Artists Guild proposal of creative additions to the plaza area – namely the historic footprints concept. Council has tentatively expressed interest but needs to see more detailed plans. These plans need to be finalized in the next month to accommodate the construction schedule. Jackie advised that the Guild is meeting to finalize a plan. Gary advised that council needs the final proposal at the May 12th Council study session at 6pm due to the shortened availability of Mondays in the month of May. The Parker Artist Guild was meeting Wednesday May 7th at 2pm on site to look at square footage. Gary has named the concept the “historic transition wheel” or something of that nature.

2. Modification to awnings ordinance

Council requests pictures and/or renderings in order to see the examples of newer awnings. The aspect of using these for signage on the upper level is a sticking point. As long as the signage portion meets allotted sign square footage requirements it may go up front but the changes are not achieving universal support from the council. The DDC is welcome to present a rendering or actual example to Council for approval.

3. Update of Community Safety Center PR Campaign

Last night, Town Council approved a blue ribbon committee of 5 people to look at the current facility and make recommendations. The committee consists of Charlie Kerchival, Dale Farmer, Bryan Moore, Doil Storie, and JJ. Dedmon. They will bring discoveries and recommendations to Council. Gary asks that the DDC keep up the fundraising.

4. Sulphur Gulch Improvements

These are almost completed. These can be extended due to leftover funds. In future phasing the improvements could be extended down to Cherry Creek.

5. Preservation Park update

Gary passed out a copy of the current site plan. A trailhead will be added to the south end; this is the area owned/controlled by Town, not open space. The County Open Space Advisory Committee (COSAC) and Great Outdoors Colorado (GOCO) own Norton Open Space and COSAC owns the conservation easement. The picnic shelter may be the 1876 stagecoach barn. There may be a small issue with reassembly due to rodents eating the original “tagging” of boards for reassembly. The construction timeline is as follows – foundations will be put in mid June for Hood House and the 1924 passenger rail car, which is already on site. Hood House will be located by the trail. Town has a commitment from Wal-Mart and Home Depot for labor and materials for reconstruction of Hood House. Town will have a professional reconstruct the porch. The Town is looking for community members to help with construction labor. Town is also looking for volunteers with a historical background in railcars to assist with that piece. It will not be on rails but on a permanent foundation possibly to act as an information center. The Landmarks Commission is looking to change its name and mission. The new name will be the Parker Historic Preservation Commission which is more in line with goal of creating educational opportunities for Parker history. They are currently looking for a dairy building, stanchions and/or barns to represent the dairy history of Parker.

David asked about the budget for Preservation Park – Gary advised that they don’t have one except for a few line items such as the porch reconstruction. This year’s expenditures may add up to approximately \$50,000. The move of all the artifacts has been paid. Council will do a budget revision this year to address on going expenses of Preservation Park. **The Landmarks Commission has asked for an annual budget of \$50,000 to \$100,000 for the future annual expenses for Preservation Park.**

David asked about a signage update. Gary advised that there is a contract with the sign company for the O’Brien Park sign and it should be installed Summer 2009 barring any problems. Gary added that the east Mainstreet sign has an issue with the property owner, and there has been no

discussion with the property owner yet regarding the sign at Pikes Peak and Mainstreet. Other signs outside of Old Town Parker but part of the town wide signage program will be in the Crowfoot Village area and at Jordan and Lincoln. David reviewed the original proposition for the Signage program which was created in September of 2007 and which David passed around. David advised that DDC members, specifically Jim Anest and the Van Landschoot family paid \$8,000 last year to the signage program, specifically to the O'Brien Park signs which were in last year's budget. Town Council decided to incorporate a LED sign which required a \$60,000 investment. The Town has requested for the O'Brien "arch" sign funds in the amount of \$17,000 from the DDC. The DDC has put out a call for actual funds that were committed. David clarified that the Victorian Park sign was the 2nd priority of the DDC, and the Committee wants continued encouragement of the Victorian Park location. Town Council has given the east gateway sign second priority. Ultimately, the DDC wants to see their funds go to their priority. Kirby Ross has conveyed to Town that there is no issue with his land or easements to have small monument sign at this location by the Exchange Building. Bryce received all of this info yesterday from David. David asked the group whether the DDC should provide additional funds now in order to get the Victorian Park sign done this year. Gary responded each Council Member was allowed to select five locations for signs for all of Parker. Gary has not seen the final weighted priorities. It is possible that the Victorian Park sign fell below the money this year. David recapped that whatever excess funds the DDC gives over the \$17,000. requested, that they would like to see the excess funds applied to the Pikes Peak and Mainstreet small monument sign for Victorian Park. It is expected that the DDC will contribute around \$30,000 or more this year to the Town of Parker for the sign program. Gary would have to talk to Town Council but doesn't see a problem with this agreement. Next point is whether the DDC wants to pursue this funding. It was approved by the Committee that the DDC will collect money to go toward this Pikes Peak small monument sign by the Exchange building, unless Council states otherwise. It was agreed that it is ultimately more economical to do this sign now during Mainstreet construction and there is time to plan due to phasing.

IV. Subcommittee presentations

i. Event Planning

Lee Riggs presented the updated draft of Old Town Parker event magnet; this draft was created by Town staff. Everyone gave approval at last meeting. An order of 5,000 has been sent to printer. Event updates covered the beginning of Parkerfest, Parker Country Festival planning is underway, and the Parker Artists Guild Wine Walk was accepting applications and registration fees through May 10th. The Parker Arts Council asked about the inclusion of Octoberfest. The proof has not been returned so this event probably can be added. There is the possibility that the date for Octoberfest will change for 2009. Jackie asked about changes to the magnet after the initial run of 5,000 in order to accommodate any changes. The goal of this marketing piece is to show standard events with given annual dates. Any changes should go to Elise Pennington at the Town of Parker. Jim asked about consistent use of the name Old Town Parker. Elise and Lee advised that they considered this and decided on the current verbiage to create a bridge between previous names and the Old Town Parker designation.

ii. Public art

This subcommittee has no new information. David asked if Town has talked to Town Council or the Cultural Arts Commission about this initiative. Town is looking at creating a separate subcommittee on art in public places which has not yet been formed. David will inform those who have committed funds to public art that it is in process through the next Town budget. The DDC is looking for a funded mandate before pursuing this process further.

iii. Victorian park

Jim presented that there have been no meetings since April. June will be the next meeting. The light pole signs were presented to Town Council. Jim asked Gary and Fred what the reaction was. Fred clarified that Bryce will bring the awning and light pole signs to the Town Council study session on June 12th. Town Council hasn't seen the proposal yet. The information, including a mockup of the signs was sent to Fred and Tina.

iv. Marketing Cabinets

The cabinets are going up this month. Catherine passed around the final draft of the poster. Pending Ben Snow's approval they will go to printing. There are two sizes to accommodate the different cabinets.

iv. PR campaign

David asked to devote the June meeting to this topic.

V. New Business

Stevan presented on Parkerfest and advised that Sunday's kickoff was a success. There were 23 booths which wrapped around the corner and on Tom and Catherine's property. Set up began at 7:30a.m. and people shopped until 3pm. Food booths offered BBQ, pies, cinnamon rolls, sticky buns and lemonade. Other booths included flowers, Mary Kay, Juice Plus. The Parker Library booth registered 10 new voters. Stevan is expecting to have 80 to 100 booths by the end of summer. Stevan reminded all present that vendor parking is in the Parker Station back lot. The website www.Parkerfest.com is up and running as well. David asked for the names of sponsors who have not yet paid funds. Stevan discussed the symbiotic marketing efforts of the Parkerfest, Old Town Parker and Douglas County Library websites and iGuides. He thanked all for their support.

Jackie Campbell presented on the Parker Artists Guild. They were hosting a reception on May 8th at the Wildlife Experience and all DDC members were invited as Jackie's guests to view the art and the exhibits. Any Wine Walk questions can be directed to Jackie. The registration fees are needed for designing and printing the ticket and marketing materials for participants.

Site Development in Old Town Parker

1. Tom and Catherine advised they had no new information. David asked if DDC could assist in any way. Tom advised that the intent is for the Mars Group to build boutique hotel with residential units on the top floor for this location.

2. Jim Anest advised that Victorian Peaks under construction and tenants will be moving in September or October. They are very close to signing an upscale Italian bakery. This would fill first level of the building. Also, this would be the first food retail business in that part of town. Jim closed on the land behind the building. He purchased 2.5 acres with Chris Dunn and will work with Lew Palmer and Jerry Dandurand to add more Victorian buildings to this area. Each will have unique profile and name. The lots will be sold individually. This is a 3 to 5 year plan which is in concept mode at this time. Jim credits the support of DDC to create value added properties and sell to tenants including Town's commitments to create a vital vibrant part of Parker.

3. Jim added that the Montgomery House expansion plans have been submitted for permit.

4. David passed out site plan for Parker Station's three story addition to the north building wing. The schematic plans have been submitted to Town. The plans show a parking deck in north end to accommodate approximately 100 cars. David has as offered other businesses the opportunity to purchase dedicated spaces and or in a cooperative concept with the Town of Parker. Anyone can buy into this concept.

The Parker Arts Council presented on Octoberfest. Last year this event was in conjunction with the Parker Criterium. This year it will be solo project. The Council has contracted with the previous year's performers due to positive comments. They encourage downtown businesses to have sponsorships, host a booth, or volunteer. This is a very large undertaking for a small group who appreciates any support. It will be family event held during the day and should impact the area businesses positively. Last year's attendance was approximately 5,000 people. The event will be in O'Brien Park on September 20th from 11 a.m. until 6p.m. David asked for a formal presentation on sponsorship opportunities from the Council and asked for them to speak with local brewer Falcon Brewing about providing beer. Dawn added that the Parker Arts Council can provide strolling entertainment through their contacts and inquired into the formality or openness of Parkerfest to this concept. Parker Arts Council and Parkerfest will work together to create a plan for growing this concept. Gary pointed out the Mainstreet improvements will create an entertainment district that allows for shows, festivals and various fun.

V. I. Meeting adjourned at 3:24 pm.

Minutes brought to you by David A. Van Landschoot and the representatives of the Douglas County Public Library.

Next Meeting: June 3rd, 2008 at the WarHorse Inn at 2:00 p.m.!