

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/6kq9e3>

**Downtown Development Committee of Parker (The DDC)
Committee of the Parker Chamber of Commerce
Minutes of Organizational Meeting No. 25
August 19, 2008
2 p.m.**

The following individuals were present at the meeting of Downtown Development Committee (DDC): David A. Van Landschoot and Justin Van Landschoot (Parker Station), Jamie LaRue, Patt Paul, Colbe Galston, Lynn Sigman and Kristin Hayek (Douglas County Libraries), Sam Demander (Sage Building), Dawn Buchart and Debbie Foos (Parker Arts Council), Chris Dunn (DP LLC), Steve Parry (Mainstreet and Pine LLC), Ann Siebert (Mememe Salon), Rebeca Peterson (Inspire Creative and Creative Concept Services), TJ Kennedy (Parker Family Fair), Chris Michlewicz (Parker Chronicle), Warren Lynge (Castle Pines North Library Committee), Charlie Kerchival (FirstBank), Stevan Strain (Warhorse Inn), Gary Lasater and Debbie Lewis (Town Council), Jim Anest (Victorian Peaks), Doil Storie (Farmers Insurance), Debbie Santy (DDC), Donna Evins (Keller Williams Real Estate), Joshua Rivero (20 Mile Coffee House), Fred Starr (Town of Parker), Ben Snow (PEDC), Pete Wells and Larry Graves (Twenty Mile, Ltd.), Lee Riggs (Vines Wine Bar) Barbara Zdanowicz (Parker Panache).

I. Introduction of all participants.

Several new persons were in attendance including: Warren Lynge, Chair of the Castle Pines North Library Committee; Rebeca Peterson of Inspire Creative, a non-profit performance art education and community group, and Creative Concept Services; TJ Kennedy, head of the Parker Family Fair; and Donna Evins, Managing Broker of Keller Williams Real Estate in Victorian Peaks.

II. Handouts and Review of June 10, 2008 Meeting Minutes

Councilman Gary Lasater announced the news that at last night's Town Council meeting the motion was passed to empower Town staff to move forward with the Civic Center and the new Police Department. Each building will cost approximately 21.7 million dollars for a total budget of 43.4 million dollars. These projects will be accomplished without any new taxes or mill levies; this budget is from existing town revenues. The Civic Center will host 500 to 750 seats approximately. Town staff will bring on a professional fundraiser who will also work with Jim Anest, Stevan Strain, David A. Van Landschoot, and Terry Ford from Parker Adventist Hospital to raise enough private money to increase the seat count. Due to the arena configuration seating at the Civic Center cannot be increased in size after construction. Town has around 6 months to fundrais before they need to finalize plans. The professional fundraiser will focus on getting the most done in this time frame. Gary advised that Town hopes to add to the new Police Department building in the future to create a complete Justice Center. David

added that this announcement feels like a large victory for DDC. This is a large amount of public works in the Old Town Parker location. Jamie LaRue added that the synergy of a new Parker Library and Civic Center being built together would save costs. Most importantly, both the Police Station, which the DDC was the first to support in both effort and money, and the Civic Center will be built within the next few years.

David passed around a variety of information: Cowboy Ethics: What Wall Street Can Learn From the Code of the West by James P. Owen, a book about the working cowboy as an inspiration for business; a pamphlet from Vail Valley Festivals which shows the variety of possibilities for festivals; information on the Fort Collins Lincoln Center's 30th anniversary; examples of newspaper advertisements for farmer's markets throughout the metro area to show a roadmap for future Parker area markets, Mike Waid's Search Parker free advertising for Old Town Parker merchants affected by the Mainstreet improvements; information for real estate owners about tax breaks for tenant improvements; a copy of the John Burns Corporation's evaluation of the economy for real estate owners; a copy of John Mauldin's Outside the Box e-Letter from 8/18/2008 regarding "the elusive bottom" including a sheet to sign if one wanted to receive an email version of this information; a report on the number of oil and gas permits issued in Colorado which indicates how this industry will progress; information and a sign in sheet for sponsorship of holiday carriage rides – Debbie Santy collected the final sheets; information regarding a two day conference in Colorado Springs regarding economic development; information regarding sponsorship of the new organization of the DDC – this will be discussed further at the 4pm meeting.

Jim Anest discussed the positivity of the new capital improvements and the efforts of the DDC on behalf of those improvements. Stevan thanked Council Members Debbie Lewis, Tina Long and Gary Lasater for their tenacity on behalf of the Civic Center during the Town Council vote.

Keller Williams, Indochine and Douglas County Libraries signed on as "Founding Funders" for \$50 to \$100 a month to support the new DDC organization.

Handouts included: the agenda for August 19, 2008 meeting No. 25, minutes from Meeting No. 24, which were approved, – through email – Parker daytime economy report, updated Proposed Meeting Dates – Topics for DDC for 2008, a Downtown Mainstreet Construction Project update from the Town of Parker, a copy of a photo of the Rocky Vista University College of Osteopathic Medicine from the *Castle Rock News Press* local section dated July 3, 2008, a copy of an article regarding the pine beetle infestation throughout the west (unknown source), a letter from the DDC including the fundraising report for Douglas County Library PR campaign, a list of five DDC proposals sent to Deputy Town Administrator Jeannene Bragg for the Town of Parker 2009 budget, an email from Comprehensive Planning Manager for the Town of Parker Bryce Matthews regarding updates on the signage program, a copy of an article regarding the Longmont performing arts complex dated June 20, 2008 (unknown source). David also passed around the Parker Daytime Economy report and this document has been emailed to list members.

III. Representative from Library Committee

Warren Lynge spoke on behalf of the Castle Pines North Library Committee and offered his support to match people and efforts of the DDC in order to create a partnership between them. David asked about the fundraising possibilities of their group. Warren advised they currently expect about six \$1000 donors. David emphasized the importance of money for the campaign. David advised that the DDC will work with Warren and Castle Pines North to run a county wide initiative to support the Library ballot measure.

IV. Presentation by Council Member Gary Lasater (with Fred Starr's assistance)

Gary addressed the five proposals from the DDC as made to Jeannene Bragg. Gary advised that (1) the East Gateway sign to be placed on Steve Parry's property is in the 2009 budget. The footings for the O'Brien Park sign are currently in place. (2) The Public Art Program budget will come under review in October of 2008. The Parker Cultural Commission will bring this forward. (3) A town wide Public Art Program will be part of this work. Town staff will work with the matching funders of the DDC on this project. (4) Currently, the downtown parking structure is being deferred due to budget restrictions and is not in the budget for the foreseeable future. However this project would qualify for funds from the Parker Authority for Reinvestment. (5) Town staff and consultants are working on the development process for a Civic Center. Gary reiterated that there is approximately 18 months until the start of construction allowing 6 months of fundraising time to solicit private donation in order to increase the seating capacity of the Center. Staff will plan two programs; one for the existing budget and one for an increased capacity to be ready for any contingency. Construction should take approximately 12 months to have a possible spring of 2011 opening.

1. Update on the Mainstreet Improvements

David asked on behalf of his tenants who had inquired about the penalties against the construction company if Mainstreet improvements are finished late. Several retail businesses asked if those penalties could somehow be credited back to the businesses. Debbie Lewis advised that the Council will discuss this; there are some legal details to work out.

2. Update on Preservation Park

Town Council, with a budget update, has approved the trailhead and connection to Cherry Creek Trail for the Park and will provide the funding.

3. Information on Public Property for Sale/Up for Development in Downtown

Gary updated the DDC regarding the acreage across from Town Hall. There is the possibility of a sale of this land but Town staff will empower a public process to determine what should be built on this land. This study will encompass more than Town land and hopefully all downtown property owners will participate. Citizens can also contribute their vision to determine the needs and wants of the community. David summarized that Gary is talking about a master plan for a large area. David supports this plan. Jamie added that bringing on a developer to discuss this project at the same time as development of the civic center and the possible library are ongoing would create a larger vision. Ben Snow added that public opinion needs to be done now in order to fit the timeline and the "givens" of the space. David felt that future updates from Gary might

focus less on Preservation Park and concentrate more on development of the east side of Parker.

V. Subcommittee Presentations

i. Event Planning – Lee Riggs. Parkerfest and Oktoberfest will be discussed later in the meeting. Lee shared the news that Parker Chamber of Commerce decided to cancel the Taste of Parker and the Community Expo for 2008. The location, lack of commitments from area businesses and overall economy are cited as reasons. Lee wants the DDC to try to get the event back in O'Brien Park in the future. Money was collected to pay for magnets showing the dates of Old town Parker Events.

ii. Victorian Park – Jim Anest. Jim showed the new signage for sign poles in the Victorian Park area. He thanked Council for their support of this unique signage which will help designate this area. The signs will be ordered through the DDC and Yesco signs. The signs are metal and vinyl and will be powder coated to prevent wear. There will be a maintenance requirement for properties that wish to post a sign. Some signs will be held in reserve to swap out as wear and tear occurs. Jim anticipates a sign about every three to five properties and all globe lights.

iii. Marketing Cabinets – no update.

iv. PR campaign – This topic will be moved to the organizational meeting. David advised that the DDC will be looking ahead to post construction PR opportunities.

v. Parkerfest – Stevan Strain. Steven advised that they had finished with Parkerfest in the first weekend in August. The Mainstreet improvements had impacted attendance. They are planning in moving back onto Mainstreet in 2009. DDC improvements for next year's event include signage, generators and a jump castle. Stevan introduced Debbie Santy as half time Executive Director for the new Downtown Development Council. She will take over Vendor Development when Parkerfest returns to Mainstreet next year. There will be a meeting at 10:00 am Saturday Sept 6th to begin work on Parkerfest 2009. Stevan thanked Mark Lewis for all his support last year and this year. He thanked the DDC for contributions toward operating costs and promotion. Jim Anest lauded Debbie for her work with the Double Angel Foundation and discussed her success there and how fortunate the DDC is to have her.

VI. New Business

a. Douglas County Libraries – Jamie LaRue.

Jamie advised that they are wrapping up the public opinion survey. Basically one third of the County is underserved by the library system including Parker, Castle Pines North and Lone Tree. The public opinion survey's determined some concern about economy; the library responded with a new proposal of 1 mill which would be \$7.96 per \$100,000 of home value. This was achieved through changes in scale and phasing. The Library Board, when making their decision, will look at the free land in Parker and Lone Tree

which is currently on the table. The biggest difference between last year's vote and this year's will be the large voter turnout due to the general election. The DDC and Castle Pines North efforts will be localized campaigns to get the word out regarding this initiative. The Library Board will vote on the resolution Thursday night August 21, 2008. At that time library staff has to step back and a political action committee (PAC) takes over. Justin Van Landschoot is the chair of the library PAC. He will be in charge of coordinating efforts among the county as a whole. Stevan added that the bonding authority and campaign strategists felt that Parker can carry the election with a 61% yes vote. The PAC headquarters will be at Parker Station in the new DDC office.

b. Parker Artists Guild Town Plaza Design

Gary advised that Town staff had concerns about original tile design for town plaza. The "Footprints through Time" concept will be created with water blasting to create concrete relief. The PAG is creating a larger design to show the footprint concept. There was no representative from PAG at the meeting.

c. Parker Arts Council Oktoberfest

Dawn Buchart advised the Parker Library, Parker Station, Victorian Peaks, and FirstBank are all on board as sponsors. The event will be held Saturday September 20, 2008 in O'Brien Park. There are currently 30 vendors under contract and more committing. Entertainment includes bands and dance groups. A coupon booklet has been created for downtown merchants to participate in with a small donation being asked for to cover costs. The Parker Arts Council will promote this event at Art in the Park this weekend. Other promotions include the Parker Chronicle, Your Hub, and Search Parker magazine. The Parker Arts Council is also offering smaller sponsorship packages to make this opportunity more accessible. David will send this out information with the DDC weekly email.

d. Parker Family Fair

TJ Kennedy spoke on behalf of this event and added that he appreciates the DDC efforts to create a great community. He explained that this free event grew out of the Parker Fire Chief's concern that the Town was not prepared for an emergency. So, this Fair is a emergency preparedness event to educate and inform the public. TJ added that the Fair concept is easier to promote and adds element of fun. Events and activities at the Fair cover topics like public services and family and home emergency preparedness. There are 60 booths, stages for performers, and jump castles. The event on Saturday September 20, 2008 is located east of Town Hall onto Church of Jesus Christ of Latter Day Saints property and expects around 6,000 attendees. TJ advised that they learned from last year to mix up the fun and the educational stuff. They are looking for the DDC to attend and support the event with other town leaders including the Police Chief, the Fire Chief, and the Mayor. David committed to sending out all pertinent information to DDC members through email and asked for more lead time regarding supporting such events in the future. David hopes that it is a positive to have multiple events on the same day. This day will offer an opportunity to see how it works and evaluate for next year. Gary suggested cross-promotion and synergy between events as opposed to competition.

e. Inspire Creative

Rebeca Peterson spoke on behalf of this non-profit which includes three branches to promote the performing arts. They are opening the musical production Fiddler On the

Roof this weekend and next at the Mainstreet Center. Rebeca advised that they are looking to partner with organizations and events in Parker. She handed out a letter from President Ralph Neumann regarding the support of the non-profit through ads in the program.

f. Old Town Parker Holiday Carriage Rides

Debbie Santy updated and provided a handout of information regarding the plan, sponsors, and the costs of the event. There are 2 carriage providers interested. Depending on the sponsorships committed the rides will run Wednesday, Friday and Saturday evenings from 5:00 p.m. to 8:00 p.m. for 8 weeks, from Thanksgiving through mid January. The DDC is currently looking for additional sponsors to support this event whose goal is to capitalize on the new Mainstreet and the holiday feel. The Parker Arts Council discussed their idea of creating either a Santa's Toyland or a Halloween Haunted House in the old Mountain Man store. This would be based on availability of the property. Dawn will chair the committee to work on other entertainment options for the holiday season.

g. David advised that the next Parker Authority for Reinvestment meeting is Wednesday August 27th at 7:00 p.m. Town Hall. He also solicited volunteers to staff the DDC booth which will support the Library campaign at Art in the Park this weekend, August 23rd and 24th from 10:00 a.m. to 4:00 p.m. Debbie and Steve volunteered for Saturday and Steven and Patt Paul for Sunday.

VII. Old Business

a. None

VIII. New Agenda Items for September 23, 2008 meeting

a. PR Campaign

b. First Review of Town's Proposed Budget for 2009.

Meeting adjourned 3:52 p.m.

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

Next Meeting: Tuesday, September 23, 2008 at 2:00 p.m. at the Warhorse Inn