

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://www.douglascountylibraries.org/Research/iGuides/DDC>

**Downtown Development Council of Parker (The DDC)
Minutes of Organizational Meeting No. 29
November 11, 2008
2:00 p.m.**

The following individuals were present at the meeting of Downtown Development Council (DDC): David Van Landschoot, Justin Van Landschoot (Parker Station), Colbe Galston, Lynn Sigman (Douglas County Libraries), Sam Demander (Sage Building), Steve Parry (Town Hall Village), Doil Storie (Farmer's Insurance), Shane Driver (Falcon Brewery Co.), Gary Lasater (Town Council), Stevan Strain (Warhorse Inn), Pete Wells and Larry Graves (Twenty Mile Ltd.), Susan Canny (United Country Real Estate), Lee and Shari Riggs (Vines Wine Bar), Beverly Phillips (Real Estate Appraiser), Joshua Rivero (20 Mile Coffee – Fika Coffee House?), Nicole Jarman (Parkerfest Consultant), Kirby Ross (Exchange Building), Yume Tran (Indochine), Jackie Campbell (Blue Sun Productions), Tom Radigan (BrokenNeck Parker Prop. LLC), Erica Oslund (Villa Parker), Lisa Maurer (Parker Chamber of Commerce), Rebeca Peterson (Inspire Creative), Lew Palmer (Montgomery House).

To start meeting, David passed out the following: 2009 DDC Schedule with proposed agenda items – please add in new ideas for agenda items, DDC Committee assignments, a one-sheet membership information piece to share with others not already in DDC organization, letter from Jackie Campbell at Blue Sun Productions with details about their ParkerFest commitment, and information on SAD (Sudden Aspen Decline) in Colorado.

- I. Introduction of All Participants – new participants recognized later in meeting.
- II. Hand Outs and Review of October 28, 2008 Meeting Minutes
 - A. DDC Old Town Parker Summary of 2008 (The Good, the Bad and the Ugly of 2008). Reviewed two different logos for DDC on this handout. Group voted and most preferred logo on second page. David said we'll use that one.
 - B. DDC Meeting Minutes for October 28, 2008 – Due to various circumstances, minutes were not distributed via email on Friday. Attendees advised to scan through minutes during meeting for approval at end of meeting.
 - C. Letter from DDC regarding current and anticipated priorities for the DDC for the near future. First listed is Library Development – the campaign continues as far as the possibility of soliciting donations and fundraising to get a new Parker Library. Second priority is increase membership in DDC. David encouraged members to come forth with other priorities or write on sheet being passed around.
 - D. Old Town Parker Major Events 2009 – Review this list and we'll discuss later on.
 - E. Additional DDC Events for 2009 – Things we should do to help our business community. Look at ways to stop the traffic such as snow/ice sculpting – “attractive nuisances”. Park Meadows recently had ice carving event which was very busy with families. New “bump outs” on Mainstreet are perfectly located for activities. Other activities could

involve St. Patrick's Day, or a Dine and Wine. The goal is to have something every month – big or small. Open for other ideas.

- F. DDC Proposal for ParkerFest – draft for Town Council.
- G. Requests of the Town of Parker related to ParkerFest – Map with noted signage, partial street closures and parking. Need sponsor for tent by Vines and Warhorse.
- H. Ice Carving in Old Town Parker – Ice garden concept.
- I. Planters – Information printout from Colorado Precast Concrete (a local company) website from Chris Hudson with Town of Parker. Estimated cost of \$400 - \$450 per planter. Chris asked to meet with DDC group Monday 11/24 to talk about planters including how many, location, and design. David suggested that roughly 40 planters in a 3-block area would have an estimated total cost of \$20,000. Josh, Lee, Gary, Shari, and David all volunteered to participate in this streetscape discussion. Agreed meeting time is 3:00 pm with Chris at Town Hall on Monday, November 17th. Participants should go ahead and check online for sources. First thing to decide is where planters should go – Josh volunteered. Josh had previously talked to Chris about planters and we also need to consider trash can locations. David said trash cans on schedule to discuss on Monday 17th. Town will not maintain trash cans. Property owners should maintain. David asks Gary that we postpone trash can discussion until later date (January) to include flower pot, trash cans, maintenance, etc. Planters are part of construction budget, but not in consideration for 2009 budget – so postponing discussion is not an issue. Kirby comment – if we all have one guy doing maintenance, he'd be happy to pay into it. Gary mentioned that a lot of other towns have Business Improvement Districts (BID) and perhaps downtown businesses might research/consider how to handle common area maintenance. David said first step is to get property owners to look at it and see how it goes, and then later look into BID (this takes longer). This issue will be put to executive committee and see what we can put together by January.

III. Holiday Party at Warhorse scheduled for Wednesday, December 3rd from 4 to 8 pm at The Warhorse Inn – invites passed out.

IV. Introduction of new participants at meeting – Nicole Jarman - independent event contractor who will be Parkerfest consultant. Shane Driver – partner at Falcon Brewery.

V. Executive Committee Report

- 1. Chamber Participation with ParkerFest – Lisa Maurer with Chamber said issue is on their agenda at upcoming board meeting for more discussion. David said that the required two-page submittal is due by Friday to the Town and will have to submit without Chamber.
- 2. DDC Up with Parker Award – David suggested idea of annual award from DDC. Suggested name is “Up with Parker”, but please submit other names now. David's idea for this year is to recognize Town Council and Mayor for what the Town has done this year as far as the police department, civic center, and Mainstreet improvements. Discussion ensued. Kirby agrees an acknowledgement needs to be made. All in agreement. Josh suggested a citizenship award that promotes everybody. David said Rotary group does this as well. David asked Gary to put us on Dec. 1st agenda to present award and DDC will invite them to holiday event. Susan Canny will look into award design. Kirby and David will contribute funds.
- 3. New Executive Director – Shari Riggs will take over position as Debbie Santy has left.

4. New Red, White and BrewFest Event for July 4th, 2009 – Shari came up with name. Proposal from Nicole. Music festival is what it's about. Town has other events already planned. David suggests BrewFest starts at noon and ends around start time of Town's event (7 or 8 pm) for fireworks. Proposed budget would be \$30,000 - \$35,000. Proposal passed around. Concept is for breakeven, then profit in following years – businesses have to benefit the most or the event is not working. Shane - proposal is suggesting lead restaurant to take over, what would that entail financially? Shane would need time to discuss feasibility with other owners. David suggests Shane talk to Nicole, but said there would be no financial commitment, but more of organizing volunteers. Property owners and other financial partners may contribute seed money. Nicole said has seen concept in other neighborhoods – have used term “BrewFest” – marketing important as well as talking to community to let everyone know it's a family event – have kid events there. Nicolce said with a first year event DDC must be comfortable that it's a breakeven situation. As far as restaurant and bar piece, owners have said it is the best day of their year. Discussion ensued. Gary noted that “Let Freedom Sing” event will not remain downtown long term – originally at Salisbury Park and will probably move back the following year. Gary confirmed that there are no conflicting events in the O'Brien area other than possibly baseball.
5. Treasurer (Steve Parry) to follow up with membership fees. First week in December is DDC membership drive.

VI. Executive Director's Report

1. Financial Report – No report
2. Acknowledgements – No report
3. Event Report
 - a. Carriage ride – Lee reported that Parker Arts Council and Inspire Creative are providing entertainment including carolers, youth group performances, portions of Christmas Carol, bell ringers. Most time slots are filled. Emphasized that sponsors need to send in payment commitments. Inspire Creative and Parker Arts Council and Search Parker are in-kind sponsors with entertainment groups, costumes, people, and advertising. Route has been approved by Town, Police, and Fire Department. Working on signage – will have sign on back of carriages with sponsors, working on flyers, Shari working with Parker Chronicle on press release. Josh and Rebeca both came on board as sponsors. Brenda with Parker Panache, Jeanie with Mainstreet Flower Market, and Parker Chamber just committed to be sponsors. Victorian Peaks stops – host will be answering questions, cleaning area, monitoring lines. Need help at Parker Station stop. Signup sheet passed out for additional carriage stop volunteers. Stevan said need trash can at each stop. Sponsors will be on each flyer. Tri-fold map will have route, dates, sponsors, and coupons from sponsors. Susan asked about wording of sponsor – agreement to call selves co-sponsors of event. Rides are scheduled only for Fridays and Saturdays, but do we want to add just the carriage ride on the Wednesdays of Christmas Eve and New Years Eve? All other related activities will conclude by December 20th. DDC agreed to add just New Years Eve.
 - b. Shari said finances for carriage rides should be able to cover all expenses. Lee indicated that Shari has appointment with Parker Chronicle for press release. Mike Waid with Search Parker Magazine will include press release. Shari's concept for press releases is “Old Town Parker back with a Bang” which would

discuss the end of Mainstreet construction, highlight business sponsorship of carriage rides, and invite everyone to come see new downtown. If anyone wants a coupon and logo in publications, let Lee know – deadline is this Friday (11/14). If can't make commitment, let Lee know, so he'll keep you as sponsor.

David would also like to look at A-frame signs as part of streetscape design. Josh says town is anti A-sign. Gary concurred. David asked is there any way to consider – Gary said issue would have to be readdressed.

Rebeca promoted Saturday's event which is *Fall for the Arts* (Inspire Creative) – purchase tickets soon, can put in ad on website. Multimedia sensory theatre experience. Regular show at 3:00 which is benefit show.

David proposes that these five organizations should be honorary members of DDC – Parker Economic Development Council, Parker Artists Guild, Parker Arts Council, Parker Chamber of Commerce, Inspire Creative, so they can have a liaison to the group. Ayes carried.

VII. Presentation by Council Member Gary Lasater

1. Gary got most votes in Town Council reelection. Two new candidates coming in – Lisa Coe and Mike Waid. Previous council members Debbie and Trace will be retiring.
2. Signage Update. As of yesterday, the Pikes Peak sign will go up on Thursday of this week and the masonry will be completed next week. Hopefully, as suggested by Kirby, maybe can have numerical indicator on sign. The O'Brien Park sign is now functional. Most of bugs worked out of electronic sign. A few messages have been posted. Town is still working on priority issue since only one message can be posted per day. Staff will have to program logos. Priority will be as follows: Town events, Town sponsored events, Tier 3, Tier 4.
3. Mainstreet Update – With favorable weather conditions, completion will be soon. Landscape will be done next year. Lost trees on North side of Mainstreet due to water line. Gary suggested DDC consider positioning of flowerpots as barriers to accidental drive-throughs.
4. Holiday Lighting – adding luminaires on poles, done before the ceremony which is scheduled for the Friday before Thanksgiving. Business owners are encouraged to decorate their interior/exterior to create festive mood and attractiveness. Shari commented on holiday lights – businesses should put lights up ahead of time, but keep dark on night of Mayor's lighting and then turn on at Mayor's time.
5. FYI – Police Department and Civic Center as a bond issue are a single bond for \$43 million, so both will hit the ground at the same time. Police Department design has already been underway (300 x 300 long L-shaped single story building). Timing is variable – depends on bond market and where it's at.
6. Preservation Park – Gary recognized efforts of IREA who offered to waive \$4,000-\$5,000 of fees to move line and also made a contribution to renovation of Hood House to the tune of several thousand dollars. Will need to trim trees on Pikes Peak to move house. House will be moved by no later than end of month. There will be a need for volunteer work in the future with siding and paint.

VIII. New Business

1. Year in Review – see handouts

2. Priorities for 2009 – see handouts

IX. Old Business

1. Library Campaign update - Justin acknowledged DDC for providing funding, manpower, and concepts. Justin also thanked Chamber, Jim Anest, Steve Parry, Stevan Strain, and everyone around table. Group asked to wait until January or February until hear directives from Library Board. Tell people in the library thanks for being the #4 library. Stevan thanked Justin for efforts, as well as the 300 library staff members, and all the volunteers. This campaign was truly a grassroots effort. Final election results from Douglas County Clerk will be available 11/20/2008.
2. ParkerFest Discussion – Review handouts. David solicited questions for Nicole. David asked Gary when DDC will hear from Town. Per Gary, Town staff needs to have something conclusive by December. Probably will be two entities submitting proposals: ParkerFest and Farmer’s Market from across the street. Staff will recommend to Council at December 15th meeting.
3. Wine Walk update from Jackie Campbell – 2008 was a mess, but fulfilled commitment and carried it through. Jackie committed to do event next year, but would like DDC to work with them to get more businesses involved. Wine Walk runs the 3rd Friday of every month from May through September with partial proceeds to DDC. In 2009, Jackie would like to have at least 10 committed businesses. 2008 business participants were The Warhorse Inn, Me Me Me Salon, Mainstreet Flower Market, United Country, and the art gallery. There is a \$100 buy-in for publicity signs and tickets which sold for \$5 by the business or \$10 from DDC. Details of liquor license and special event permit discussed. Town is enforcing state law. Look into further to see how Town can work with this event. Shari has volunteered to help look into this issue. Susan participated in this event last year and said it was a great experience, simple and fun. David says let’s plan on it and find five more entities.
4. 2009 Event Schedule – give David ideas or email them so plans can be finalized

David asked if anyone wanted to be involved with Ice Carving on the upcoming New Years Eve. Stevan agreed. David said it’s definitely a \$300 commitment for ice, artist, and lights. Kirby is also in. Jackie will help figure it out. David suggests planning for 3-5 participants. David asked if we should do it on Valentines Day. Stevan says yes. What if we offered ice sculpting contest?

David would like a change in the cabinets for 2009 to advertise retail space available. Shari suggested including a list of calendar of events as well. David concurred.

Floor is open

– Justin 10-4 at Parker Station, having sale on Saturday of 200 items, building material, see Justin for flyers

-Susan mentioned the Veteran’s Day display between Susan’s office and Indochine. Come by and take a look.

Meeting Adjourned 4:00pm.