

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. 17
October 16, 2007
2:00 p.m.**

David A. Van Landschoot (Parker Station), Adele Kirby (Parker Cultural Commission), Stevan Strain (War Horse Restaurant), Colbe Galston, Lynn Sigman, Patt Paul (Douglas County Libraries), Fred Starr (Town of Parker), Steve Parry, Jackie Campbell (Parker Artists Guild), Jim Anest (Victorian Peaks), Joe McDaniel, Lee Riggs (Vines Wine Bar), Larry Graves and Pete Wells (Charter Investment Partners), Chris Michlewicz (Parker Chronicle), Mark Lewis (Help U Sell), Charlie Kerchival (First Bank of Parker), Lisa Maurer (Parker Chamber of Commerce), Tom Radigan and Catherine Henry, Ben Snow (Parker Economic Development Council).

Minutes have been renumbered from the agenda to reflect the actual progression of the meeting.

I. No introduction of new attendees. Handout of Women's Bean Project Toni's 10 Bean Soup Mix and *Benefit of the Bean* catalog. David discussed Bruce and Lisa Alexander's (Vectra Bank) family who has lived in the Pinery for 30 years and their support of a not-for-profit business, the Women's Bean Project. This community service project trains women in life skills and business skills to allow them to become employable. David wanted to share the information of this not for profit and the fact that a family in the Parker area was one of the main supporter of such a wonderful program.

David passed around copies of *Denver Business Journal*, *Boulder County Business Report*, and *Northern Colorado Business Report* for any one's interest. It should be noted that there is not a similar publication for the South Denver area or Douglas County area.

II. Handouts for the meeting include: Agenda for Oct 16, 2007, Minutes for Meeting 16, Tentative Meeting Calendar for DDC October through December 2007, DDC – Town of Parker Council Schedule, Proposed 2008 DDC Goals, Letter to Council Members regarding Public Art Program, Letter from Parker Chamber to DDC re: Public Art Program, Resolution #07-04 of the Parker Economic Development Council, Letter from Parker Artists Guild in support of DDC Public Art Program. Review of Minutes including David's additions. Review of date change of meeting in November. The new meeting date is November 13, 2007 and this is the last DDC meeting of the year. No Holiday Party. There will be a presentation by Stevan Strain at Town Council Study Session at 7pm on October 22, 2007 regarding the Public Art Program. Lisa advised that the Parker Chamber of Commerce Board are delighted to be participating in the support of the Public Art Program. There was an almost unanimous vote that they would like to participate. David advised that he was pleased to see support of PEDC for a non-economic measure, i.e. public art. Jackie Campbell advised that the Parker Artists Guild supports the program and will be able to provide leadership from community artists. David feels that this is a huge piece – important to have guidance from people who know and care about art. He also commented that the project “needs new bodies.”

III. 1. This topic was discussed later in the meeting.

2. David reviewed the current proposed 2008 DDC Goals. He led the discussion of a possible DDC commitment to raising additional money if Town moves ahead with the Public Art Program. There was also discussion of raising money for a campaign for the Town Performing Arts Center - #6 on the “New Endeavors” list. David advised that Old Town Parker District Advertising Campaign received nice proposals from *Search Parker Magazine* and the *Parker*

Chronicle. While still working on details, David advised that the DDC members who are merchants and/or property owners might consider more outlets for PR in the future. David felt that this will probably begin after Mainstreet construction and construction in Victorian Park wind down later next year.

David reviewed the 2008 proposed meeting dates for the DDC. Meetings will be downsized to 7 dates in 2008. David wants to “do more with less meetings.” They will be bunched in spring and fall and remain on Tuesday afternoons.

IV. No presentation by Gary Lasater due to his absence.

IV. 1. Fred Starr stated that Chris Hudson is getting a schedule together that will work around downtown events. David asked when schedule and current rendering of the plans might be available to the DDC. Fred thought we would know more at the next meeting.

2. Fred advised that land acquisition of the “dirt lot” is last piece to fit and this delayed a fall 2007 start. David reconfirmed Fred’s statement from Meeting 16 that construction will not start until after Country Festival. David advised that the DDC would like to know particulars of the construction phasing and schedule by the March 2008 meeting.

3. Fred advised that the Sulphur Gulch improvements have been completed for the year.

4. No handout was available related to the 08 Mainstreet Improvements.

V. No other sub committee reports, except for Marketing

iv. Katherine wants to put posters off for 60 days in order to incorporate renderings of hotel.

David advised that this first year has been planning for the installation of marketing cabinets and next year will yield more action. It was decided that any more action on this topic be put off until January, 2008.

VI. 1. It was agreed upon that the DDC wants to see more events in Old Town Parker. Tom asked of Fred if Town is okay with more events. Fred felt it is difficult for Town to respond as quickly as private sector, but they want to see more businesses and events in the district. David felt that Town has reacted well to event planning. David feels that 2008 is a transition year due to Mainstreet construction. Two years from now will be the final product for Old Town Parker events and years 4 and 5 will be for polishing. Next year the focus is ought to be on “predictable events.”

Presentation of Event Planning Committee by Lee and Mark (from 10/15/07 meeting)

First issue/concern was **communication of events between all entities and an avoidance of overlap of events.** David advised that this could be combated by the creation of single calendar of events in Old Town Parker and that there should be no conflicts unless there is a compelling reason. An example of conflicting events was the Omnium versus the Parker Community Expo/Taste of Parker. David also stressed ensuring that events fit with the demographic that Old Town Parker desires. Fred informed the discussion with how Town coordinates their event schedule; Town processes special event permit 60 days in advance, looks at impact to roads, Police, Fire, if proposition does not adversely effect Town then permission is given. Fred advised that Town cannot deny a permit based on economic impact. David advised that events that impact closing of roads in the Old Town Parker (highest level of effect for the area) should be predictable and organized well in advance of date of occurrence. Mark advised that Julie Wassell, as Town Events Coordinator, would be most capable of organizing and communicating this information to DDC since she sees all permits and that there should be a DDC Liaison to interact with her. There was the recommendation of three levels of calendar – all over Town, all over Old Town Parker, and directly on Mainstreet. This calendar might be housed on the Town website so that any interested party could see all three levels with weekly update. There was discussion that this calendar could include events sponsored by private parties, i.e. a band at the Warhorse. Ben asked what might be the threshold for events. David envisioned links on Town

page to each individual event and then Chamber website could have event listing with “advertising” for more information.

Second issue/concern was **how to prevent conflicts due to value of Mainstreet location.**

David feels that good events with good planning should be scheduled well in advance of their occurrence and there should be a deadline for events that require closing of Mainstreet. David believes that any closing of Mainstreet, without a great economic positive purpose actually devalues the assets of and along Mainstreet. He felt there should be a deadline, possibly April 1st, by which any event requiring the closing of Mainstreet must be scheduled. Fred countered with the example of Summerfest, which was planned after tentative date of April 1; this would not have been authorized according to David’s schedule but it was a highly successful event. He explained that the Town is obliged to approve events that meet current criteria, which does not include a cutoff date. Jackie gave an example from the Parker Artist Guild that they plan a year out for Art in the Park which is usually the last weekend in August. More discussion advised that a cutoff date could be created with exceptions allowed with Council approval. Discussions stressed the important point is communication of event approval policy to anyone who might be scheduling a large event. . Mark Lewis advised that any discussion of guidelines is moot without Council support. Fred advised that Council can not cancel events; they can only choose not to participate. Council could push through events based on flexibility of Town. David recommended a guideline where, between December 1st and December 31st any previous year permit holders be allowed to resubmit for the following year. Mark kept stressing that DDC does not set policy - that is role of Town Council. David advised that the DDC is just working on recommendations or guidelines. Fred advised creating a policy of identifying signature, annual events that will be processed and scheduled with priority so that businesses can create plans but still allows the possibility of an unknown event that Council decides to support. Stevan brought up that some events compliment each other, i.e. Art in the Park and Summerfest. Jackie brought up idea of “one wallet,” that money spent at Farmer’s Market impinges on money spent on art. David advised that a deadline for scheduling events could be driven by PR such as setting a deadline when information for Old Town Parker events will go out for promotion. If an event wants to be included in the District advertising, then they need to have information in by certain date. Stevan stressed that the DDC is trying to accomplish things positively and there is no intent to force their requests on any entity. Stevan stressed that Performing Arts Campaign hinges upon DDC. He gave an example of their creation of a \$50,000 campaign for the Library mil levy including signage and mailings and the work and fundraising for the Public Art Program and Old Town Parker Signage program. Steve Parry advised that the Performing Arts campaign will be more difficult with a greater financial commitment. Ben Snow advised that voters do not understand phasing of the project due to commingling of library and cultural center architectural project.

Third issue/concern was creating a **PR program** for Old Town Parker events which might have deadline of March 31st for participation. This would allow for communication of the events and subsequent road closures to business owners/property owners. Lee advised this could be a symbiotic relationship as businesses assist with promotion of events and host links from commercial sites back to Town calendar.

David brought up issue/concern of **location of farmer’s market for 2008.** Ideas were: behind Mainstreet Center, O’Brien Park parking lot (conflict with pool), O’Brien Park North, Pikes Peak Dr. or Pikes Peak Court, or using ½ of Mainstreet that is not being constructed. Again, Fred advised that Fire Department requirements and Town Council approval will be final point. DDC agreed upon a recommendation of using half of Mainstreet not being constructed and flowing down Pikes Peak Dr.

Another issue/concern was that of Summer/**Fall Fest** being separated from Farmer’s Market. Mark felt that cohesiveness was the strength of the blend of Market and Fest. Fred discussed

possibility of Town sending out RFP's for professional event planning for the Fest but this hinges on location and what is best for Town. David would support using the Parker Station parking lot for children's events. David felt that year 3 will most likely see RFP's for event planning. Jim felt that the continued integration of Fest and Market benefited all and Mark agreed.

This led to the discussion of **RFP's** which were seen as a "logical step" by David. He envisioned the Town being involved in setting up guidelines for RFP with input from the DDC. A recommendation was made for the creation of some type of advisory commission to communicate complaints and compliments to Town and any event management company – possibility of ad hoc committee created by town council made up of interested parties. This entailed two areas of concern for the DDC – creation of guidelines and ongoing monitoring. Mark advised possibility of RFP going out by end of the year or sooner.

Last issue/concern was **impact of Mainstreet construction on events**. It was felt that communication is key.

David advised that any other ideas should be brought up for discussion prior to the Town Council meeting on November 26.

Stevan advised that the issues of cleanliness, safety, and security are main focus of Town. Stevan advised that to make the construction project worth the expense then having events on Friday and Saturday nights are ideal – possibly street dances or music till 10 p.m. Obviously, first step is deciding if such events are beneficial for all businesses in area and then if such events are safe and clean. He recommended themed events scheduled from June through August for best weather. This idea stemmed from Mayor last March who originally noted the preponderance of Mainstreet businesses that can flourish in nighttime environment. This could be a draw throughout Southeast metro location, just Parker. An added benefit would be showing developers how this is a popular area. David questioned if this was a concept to pursue next year. He tossed out idea of construction theme and offering incentives to construction workers. Stevan raised the issue of self-sufficient financing and felt that Chamber events give a successful example. The "beverage garden" sales pays for trash removal, PR, safety forces. David asked if this would be separate RFP to run such a beer garden. David envisions a Friday night "construction party" this year before expanding to whole weekend. Stevan envisions working out kinks in 2008 to promote the new area, new road, possibly a new library in 2009. The events could be sponsored by local businesses. This topic will be on the agenda for the next meeting.

Jim discussed the DDC supporting moving office type renters off Mainstreet to make room for retail locations. Janet advised that Parker Artist Guild participated in Castle Rock and Lone Tree art events but they want to participate more with Parker events. Stevan advised they could have the front porch of Warhorse every weekend as long as they want it.

Jim stressed again use of preferred nomenclature in advertising such as Victorian Park and Old Town Parker. He advised that the Town did the DDC a favor to acknowledge name and they should be used.

VIII. 1. Steve Parry received unanimous approval by Town Council last night. He gave thanks to Fred and his team.

IX. No discussion.

X. Meeting adjourned at 3:58pm

Next Meeting November 13th, 2007 at 2:00 p.m. at the PWSD Mainstreet Offices.