

All attendees should freely share their minutes and other supporting documents to 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. 18
November 13, 2007
2:00 p.m.**

The following individuals were present at the meeting of the Downtown Development Committee (DDC): David A. Van Landschoot, Justin Van Landschoot (Parker Station); Jamie LaRue, Patt Paul, Colbe Galston (Douglas County Libraries); Stevan Strain (War Horse Restaurant); Jim Anest (Victorian Peaks); Gary Lasater (Town Council); Mark Lewis (Help U Sell); Chris M (Parker Chronicle); Charlie Kercheval and Steve Taliaferro (First Bank of Parker), Bill Meade (Jocks and Jills); John Kyer (retired photographer) Larry Graves and Pete Wells (Charter Investment Partners); Nanci Simmons; Chris Michlewicz (Parker Chronicle); Kirby Ross; Ben Snow (PEDC); Tom Radigan; Steve Parry and Sam Demander (Town Hall Village).

The minutes have been renumbered from the agenda to reflect the progression of the meeting.

- I. Introduction of all participants. John Kyer introduced himself to the group.
- II. Hand Outs and Review of October 16, 2007 Meeting Minutes, copy of RFP for ParkerFest08, Chamber Sponsorships for 2008.
 1. Handouts - Agenda, DDC Town of Parker Council Schedule, Proposed 2008 DDC Goals, Invitation to "A Celebration of Nature" Parker Artist Guild show, Sponsorship Proposal to the Members of the DDC from Parker Chamber.
 2. Invitation to Parker Station Christmas Party hosted at the War Horse Restaurant December 6th.
 3. Bill Meade's discussion of need for increased foot traffic on East Mainstreet by creating destination location. Stevan Strain cited timing and passed condolences to Bill. David brought to mind two other failed restaurants Le Peep on Mainstreet and Wendy's on Parker Road. Stevan cited both chain and independent restaurants in Parker either grossing lowest in the state or lowest in the area. Stevan believes that it will get healthier – currently too many restaurants in a small area. David explained that that is part of the goals of DDC.
 4. DDC has negotiated sponsorship opportunities of 5 nights of the Parker Chamber Picture show, sponsorship of the Taste Of Parker and the Parker Business Expo for 08. All are encourage to be sponsors of Chamber events at similar levels.
- III. Results/Report on New Library Mill Rate Vote and What Happens Now.

Jamie LaRue presented the election results of 21,102 votes (49.75%) against and 21,310 votes (50.24%) for 5A, a loss by 208 votes. The initiative missed the cutoff for an automatic recount but, depending on cost, may elect to pay for a recount. Taking it as a loss, the Library will be examining precinct votes on Friday November 16th to refocus campaign. The original problems still remain, i.e. need for expansion. A partnership with Town and business still makes sense to the Library. There is no current date for going back to the voters. The Campaign managers were astonished by the loss and feel the loss was due to total vote turnout. The base voter demographic for the county voted in line with their beliefs which doesn't necessarily reflect the

true desire of the community. Jamie gave big kudos to fundraising done by David and Mark. An example of the impact of the funds they raised were the Robocalls which brought in 500 votes. Overall the campaign exhibited a lack of grassroots politicking. Jamie believes strongly in “No Whining! We have nobody to blame but ourselves.”

David asked about likelihood of being on the ballot next year. Jamie believes that there will be a higher percentage of turnout in general election year and presidential year. Tom asked about the impact on the Cultural/arts Center. Jamie saw three options for that initiative: 1. It could go to the voters on its own, but probably not; 2. Wait until after the Library passes as in the original plan; or 3. Package the deal as done in Denver. Ultimately the decision is in Library Board hands. When asked about the quality of the message, Jamie advised that they focused on a positive campaign versus threat campaigning. There will be a great deal of debate within next month. 2008 will be crowded ballot which increases the difficulty of raising funds and much depends on the commitment of the Board. However, Jamie recommends riding momentum and declaring now.

David asked if it helps to know the leanings of the DDC and other community groups, i.e. Chamber and PEDC. Ben Snow identified Charlie Kerchavel as Chair of PEDC for the remainder of 2007. PEDC was one of the first community groups to declare for the Library and believes in the momentum of town participation and the town commitment of funds (land purchase). The PEDC is committed to the belief that the Library is of benefit to the town. The campaign could be approached with more vigor and more lead-time. The PEDC recognizes the larger economic benefit of a whole package including Cultural Arts Center, commercial buildup around and cultural aspects of benefiting the community. This will be discussed at next PEDC board meeting. Jamie will be available to speak to Board and wants key people in the community to discuss the precinct results on **November 27th**. This debriefing time is TBD. The DDC representative will be Justin. Ben mentioned possibility of package deal with cultural arts. David argues for creating a pr package and spending/raising more money, starting earlier, and doing more work. Jamie will answer questions for PEDC Executive Committee at tomorrow’s meeting. There is a consensus of feeling that this recent vote was a “wakeup call” and shows a need for a more active campaign. The PEDC board meeting is on 11/28. Stevan mentioned that 2008 will bring out the voter demographic of library user and that Lone Tree Town Council is no doubt in similar discussions. Gary would like to see precinct breakdowns to determine next move. Chamber is also interested in “doing more”. Lisa will report at a later time.

For this campaign, the DDC contribution was \$7500. Ultimately, it was established that there is no question that the DDC still supports the Library and would like to go to the voters again in 2008. Fundraisers present, which represented about \$5,000. of the funds previously raised for the library pr campaign indicated that they would contribute next year and more. David indicated that goal of \$25,000 by the DDC for library fundraising goal for next year – the Van Landschoot family will give \$5,000. He wants the group to think about how to reach that goal. Ben asked if a joint package of Library/Cultural Arts Center would impact dollar amounts. David feels that giving more money indicates seriousness of intent. Stevan asked if the message should be expanded to include whole package and shared Gary’s idea of a mobile PR campaign that takes message to the people i.e. HOA meetings, community events. Charlie mentioned spin of economic growth based in this library seed. John Kryer asked about separation of library and cultural arts pr campaign. Gary identified that 60% would support Cultural Arts Center based on preliminary research. Jamie identified that library law allows for drawing a “district within a district” though this increases costs. Kirby recommended developing a plan ASAP to allow individuals or groups to budget for funds for next year. Mark remembered that the Open Space initiative initially failed but is currently going strong – this is an opportunity for research. Stevan remembers the School District being defeated for a bond issue, then retooling and winning

overwhelmingly. Jim Anest recommended that library go for recount, if it was not too expensive, as it was owed to the people who had worked on campaign.

- IV. Review of subjects of the Proposed 2008 DDC Goals, including the proposed subject matters for 2008 meetings. Discussion of handout of article regarding Parker resident Rita Summer's photography being on display at the Smithsonian.
- V. Presentation by Council Member Gary Lasater
 1. No review.
 2. No action items.
 3. Gary indicated that currently Town Council has no needs of the DDC. Town Council will dialog at next meeting re: election results.
 4. Preservation Park update. Town Council has reviewed the Historical Society recommendations – basically north end of town. County Open Space Advisory Committee (COSAC) had a discussion of putting it up in Norton Open Space. Gary is not sure will be allowed if not accepted by Great Outdoors Colorado (GOCO) although the County is in support – if it is not embraced then historic building relocation money is part of GOCO grant. Town Staff is investigating the Bainbridge property or putting a trailhead in Norton park (bathrooms, parking). Gary will call GOCO later this week. The Preservation Park is supported by both Arapahoe and Douglas County Historic Preservation Boards.
 5. Gary updated that the land acquisition of dirt lot is a go; the Town takes possession today. There has been no definitive start date for Mainstreet construction due to this property. Now, a March or April start date for Mainstreet looks likely – he will keep group up to date. Chris Hudson of the Town gave miniature plans which David distributed to landowners which include more specifics. Per David this looks like good plan consistent with previous discussion. There will be further relevant discussion in Jan. David advised that if there is something that affects one's property it must be discussed with Chris Hudson ASAP.
 6. Again, the construction start will be from Vines (north side of street) going east. It will move past Pikes Peak intersection around mid-May. Parker Station will be hit in June. Construction will move to the south side in July and end at Mainstreet Center.
 7. Regarding the results from Town Council study on public art – no response. The Cultural Commission is working on a Townwide Master Plan, downtown is part of that plan. This is similar to the signage process in that Town starts big then focuses on exceptions. Council is waiting for Cultural Commission recommendations; they do have new members with "great credentials" and are expecting something first quarter of next year. David asked if 2008 budget (still under discussion) has anything for art in it. Gary indicated yes but Town Council is still looking at whole town, not just Old Town Parker.
 8. Town is acquiring 10 acres on Dransfeldt across from Lowe's to locate new police facility. They are looking for road access on the west to tie in to Twenty Mile Road. The estimated cost of land is determined but the size and budget of the facility is undetermined as there is no budget for this in 2008. Consultants are working on details such as victim rooms and other facilities to be more responsive to community needs.
- VI. Presentation by Fred Starr – Town Staff and Engineers NONE
- VII. Sub Committee presentations NONE – NO TIME FOR THIS MEETING
- VIII. New Business: Event Planning in Old Town Parker district
Motions - Review of motions based on previous discussion. David circulated copies of RFP for Summerfest/Farmer's Market which are due December 3rd. Elise Wiggins from Town has identified 8 Farmer's Market Businesses throughout the state and they have

been sent RFP. Nanci Simmons will submit a 3-year commitment. Town will commit sponsorship for 3 years but only one year of parking at Town Hall. There is only a vague treatment of downtown business or property owners. David asked how the needs of business and property owners get transmitted to Town or administrators? Gary indicated that they will receive preference but no details about configuration. David asked if Julie Wassell tying in to the RFP makes sense. **She also has a meeting with DDC event committee December 18th . Each motions was discussed as follows:**

- Motion 21 – general understanding of more events – no specifics
- Motion 22 – accomplish two things – Old Town Parker wants events but not at an economic loss (example of Criterium). David is pushing for an evaluation of the economic impact of events whenever the entire Downtown area is blocked off to traffic. Kirby can envision economically positive events and negatively economic events. He gave an example of the Belmar District in Lakewood closing off blocks for carwashes or events that benefit only a small group. Gary pointed out the increase in total number of bodies downtown from events even if street is closed off. Motion will be corrected to read closing of Mainstreet **and Victorian drive**. This was accepted.
- Motion 23- timing issues – the DDC feels that there ought not to be similar events at same time in multiple places. Again, example of Town bike event versus Chamber Community Expo. Stevan brought up that there are complimentary events such as Artfest and Summerfest. David recommended skipping this one for the moment and reworking the motion to reflect more open, inclusive language. Gary added that the Town bike race was scheduled prior to the Chamber event. He added that Town legislation will not govern other group commitments. David is considering narrowing scope to Mainstreet businesses. Jim would like Gary to bring up Pikes Peak Drive as another venue for Council consideration. This is another location which is becoming active that could be used if Victorian drive or Mainstreet doesn't work. David identified this as moving target, will take a couple of years to get right.
- Motion 24 – Citizen Advisory Committee could be current DDC Event Committee working with Julie. Added caveat about Town Council having ultimate veto. DDC is looking for appropriate date – David is asking if this is what DDC really wants. This deadline will allow for single set calendar that is mostly correct most of the time which allows for planning for events. Charlie recommended possibility of nine month rolling deadline (one could have event mid-April and notify by March 31st and still be within policy). Jim brought up the idea of six month calendar with deadline in March and October. Gary advised there well always be exceptions and attempted to discover how many days were actually limited access to the heart of Mainstreet. He recollects that inner core was only inaccessible during bike race. David felt that level of difficulty was a problem. Pete brought up sufficient notice as most importance piece, prior planning to use alternate routes or just awareness of the closures. Gary brought up use of Town email groups for this purpose. Jamie identified that they are not mutually exclusive and there is a greater benefit to the online calendar. Gary stressed flexibility. The recommendation for this motion will be left at March 31 for time being.
- Motion 25 – tie in of communication and notification to PR.
- Motion 26 – This is generally understood and the DDC decided to keep this motion as is.
- Motion 27 – DDC understands importance of cost effective and quality improvement of Mainstreet.

Currently the decision was made to leave out Motion 23 – these motions will go to Town Council on November 26th. David stressed the importance of an event-driven downtown.

IX. Old Business:

1. Update of Development in Old Town Parker district. Tom Radigan advised that Mike May has a couple of hotel proposals that he is currently evaluating.
2. Holiday Lighting Date: November 23rd at 6:00 p.m.
 - Holiday lighting 11/23 Friday – DDC will be turning on lights at this time. Concept is more lights and decorations. Swingle and American Design and Landscape are offering competitive bids for Downtown businesses. It was pointed out that the Wells Fargo building, West Gateway, was not putting up lights or decorations.
3. Recommendation on Council Pay
 - Council pay – attracting best person to run for office is always good. Stevan felt that raising the amount of money nominally might attract more people. Gary added that previously a Citizens Advisory Committee to review pay recommended that pay be increased for Town Council and Mayor. They encountered difficulty when the recommendation came on heels of election. Now, recommendations take place every two years – basically Town Council cannot vote for raise for themselves. A change will not take place until new council members come in 2008 and the current new council members become mid term. Next reevaluation would occur in 2009. David wants recommendation that council gets \$1500 a month in 2009. DDC might join citizen advisory committee in order to make this recommendation for this. Important to join after election not before. No immediate action taken.

X. New Agenda Items For January 8, 2008 meeting:

1. Discuss Event Planning and Summerfest for 2008.
2. Discuss Old Town Parker district advertising
3. Police Chief – Crime Prevention in Parker – How Can We Assist?

XI. Meeting Adjourned 3:45 pm.