

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. 24
June 10, 2008
2 p.m.**

The following individuals were present at the meeting of the Downtown Development Committee (DDC): Jamie LaRue, Lynn Sigman, Colbe Galston and Patt Paul (Douglas County Libraries), Sam Demander (Sage Building), Jim Anest (Bridgeport-Victorian Peaks), Charlie Kerchival (First Bank), Ben Snow (Parker Economic Development Council), Gary Lasater (Town Council), Fred Starr (Town of Parker), Steve Parry (Mainstreet and Pine, LLC), Stevan Strain (The Warhorse Restaurant), Lew Palmer (Montgomery House), Dawn Buchart (Parker Arts Council), Lee Riggs (Vines Wine Bar), Joshua Rivera (20 Mile Coffee), Pete Wells and Larry Graves (Twenty Mile, Ltd.), Jim Saucedo (LandAmerica), Jackie Campbell (Parker Artists Guild), Erika and Pete Oslund and Wendy Hopkins (Villa Parker), Catherine Henry and Tom Radigan (Breakneck Properties), Debbie Santy, Doil Storie (Storie Insurance).

I. Introduction of all Participants.

New attendees included Debbie Santy who does communication and PR for the Double Angel Foundation and is considering doing pr, marketing, and/or special event planning for Old Town Parker. She was invited by Jim and David.

Josh Rivera is the new owner of 20 mile coffee with his wife.

Pete and Erika Oslund and Wendy Hopkins of Villa Parker, a future business event center and cultural facility were invited by Justin Van Landschoot.

II. Handouts and Review of May 8, 2008 Minutes.

Handouts included: the agenda for the June 10, 2008 meeting, a revised copy of the Proposed Meeting Dates – Topics for DDC for 2008, an article from the *Realty Times* regarding federal tax benefits on tenant improvements, an invitation from Rep. Tom Tancredo to a Business Roundtable regarding laws governing the employment of legal and illegal immigrants.

Reviewed tax incentive information for tenant improvements.

The minutes from the May 8th meeting were approved.

David circulated an informational piece from Town of Parker of properties that are up for development.

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

David inquired about the Town of Parker Budget for 2009. Fred advised it is in a first draft. The personnel segment has been covered. DDC input regarding capital and special projects should be made by July 15th. David asked about communicating information about the Signage Program and Fred advised that that it will be carried forward as will the Public Art Program. David circulated the full packet of information that went to sponsors of the Public Art Program. They were available for someone to take if needed.

1. Mainstreet Improvements

Fred advised that Mainstreet improvements are underway and the storm sewer work is going now. Work will be on hold Thursday through the Parker Country Festival then begin again. Sulphur Gulch improvements are complete. The trail connection to be done

through Home Depot is moving forward on schedule with a stop in work for Country Festival.

2. DDC items to be responded to in timely fashion.

David asked about building permits. Fred advised that the commercial area is strong and residential is where the projections advised. 235 single family permits is the revised estimation for 2008. The previous years requests were not sustainable numbers. 2008 is an average year in Fred's estimation. The Town is projecting 3% growth for retail and commercial. Gary added that Costco will be a fourth quarter opening. The redevelopment of Albertson's Center on Lincoln and Parker Road has begun with half of the property currently leased including Sprouts Farmers Market.

3. Preservation Park update.

Preservation Park is still in progress on the foundations. Historic movers will be available in July or August to move Hood House and the railcar. Currently, the budget is **one million dollars**, which presently does not have a source identified for the trailhead project improvements. Gary reminded the DDC that the new name for Landmarks Commission is the Parker Heritage Preservation Commission. The PHPC hopes for a joint venture with the Parker Recreation Department who will cover the parking and picnic area budget. Ultimately there will be an 8-10ft trail from the Preservation Park trailhead to Cherry Creek Trail and to the Douglas County line. 17 Mile House will bring a trail down which includes Arapahoe county. There are some discussions with Aurora and E-470 to add a trail under Parker Road to join the E-470 trail into the area known as Kingspoint South. This creates a destination point within Parker. The connectivity between counties would create a cohesive trail system and destination point accessible to the larger metro area.

4. Update of Public Safety Center.

The Blue Ribbon Panel investigation is currently taking place. The Panel will report to Town Council next month on July 14th during the study session. The final decision will be made at the next council meeting on July 21.st

5. Status of Signage Program

The Victorian Park signage will go up at Mainstreet and Pikes Peak. The most recent artist's rendition received by Town Council showed a cubed directional sign; the southern view will say Victorian Park and the northern view will say Old Town Parker and the eastern and western sides will be directional. Council will ask for the revision of a triangular capstone to discourage lounging. Gary would prefer the Parker 5 globe light. Town Council will make the final evaluation after the revision. The O'Brien Park sign is under contract. Construction will begin when the storm sewer work is completed. Town council is working with the Parker Artists Guild to add the "footprints through time" to the plaza area. Town staff and Council want to see the actual tiles which will be premade to wet press into concrete in order to avoid any safety issues. They will also incorporate the raised compass rose in the middle of the median. The most important need is to avoid hindering the construction schedule. David asked Jackie to see the tiles or their work at the August meeting. Jackie advised that they are creating a 1:25 scale and actual tiles for Town staff. Jackie will coordinate with Chris Hudson.

The property across from Town Hall will remain unplanned; it is not a priority for Council. There will be a future discussion to possibly direct staff for zoning requirements. Collectively there are 27 acres that Town owns at the corner of Pine and Mainstreet on the east side. Questions of zoning have not been addressed. This block of land was originally purchased for the Justice Center or the Cultural Arts Center. Since other locations have been acquired for some of these projects this leaves Town some

flexibility at this location. They hope to develop the frontage of the proposed library parcel with the library being situated on the back part. David indicated that the DDC wants to focus on Old Town Parker between O'Brien and Town Hall. The East Gateway sign was addressed between Fred, Steve Parry and Bryce on Town Staff. This sign is in the budget; it is not forgotten but is further down in priority. The DDC would like to have all three signs up by the end of the year.

IV. Subcommittee presentations

i. Lee Riggs presented for Event Planning

The magnets have arrived. Some have been passed out to area businesses for promotion. Lee updated the DDC about Festival information including road closures, the Fox 31 appearance, relaxation of sign code for Mainstreet businesses and posters for the weekend events.

David added that Parker Station has a booth which they are donating to Parker Artists Guild. David mentioned that DDC does not have presence this year nor did they last year. Ben indicated the PEDC doesn't either. David is not suggesting that the DDC have a booth but mentioned that this is a prime location and time to advise the public about our mission and goals.

Gary indicated that Council has an upcoming resolution about relaxing the sign code during Mainstreet construction in order to support area businesses during this time. Stevan advised that in 1985 downtown businesses saw a 40% reduction in sales during construction, and he has seen a similar drop in the past couple of days. This could be due to closure of Pikes Peak as well as Mainstreet construction. He will keep Council updated. David said it will continue to be negative impact but the improvements are still supported by the area.

ii. Jim Anest presented for Victorian Park

Victorian Park is waiting for the pole signage to be approved by Council. Town Council needs more information about the appearance, size and proportion for the sign to the stanchion of the Parker light. Bryce will coordinate with Carrie Wolf. Council wants a more proportional size.

iii. Marketing Cabinets

The outdoor marketing cabinets are up at Parker Station and the Exchange Building. They need to be installed at Larry and Pete's building. David offered his maintenance person to help. The indoor cabinets are up at The Warhorse and Vines and one will be installed in Falcon Brewpub. One more outside cabinet will go up at Victorian Peaks Building. One more interior one needs to go up; Josh Rivera of 20 Mile coffee volunteered. The poster was approved by the PEDC. Catherine will get posters printed by the weekend in order to premier them during the Festival. David has all the keys for the outside cabinets.

iv. PR Campaign for Old Town Parker

David pointed out that there has been no press on the DDC in the Parker Chronicle since last December. Gary advised that the Colorado Community Newspapers lost a reporter in Douglas County and Chris has been out in other areas. He will be back when possible. Jamie LaRue asked whether the DDC issues press releases. They do not. David is asking for a committee to be formed to determine a future direction for PR in the district – not necessarily specific ideas but a vision for the DDC. The DDC is looking forward to the holiday season to premier the new Mainstreet and to promote Old Town Parker. David and Stevan volunteered. Stevan added that

Douglas County Libraries created a report for him which indicated that 21,000 households in Parker receive the Chronicle while YourHub reaches 90,000 households including Lone Tree and Franktown. The charge for a YourHub add was \$165 a week for a third of a page. This advertising outlet is much less expensive and reasonable to split for the group. Dawn asked about meeting schedule for this committee. David felt this committee required minimal meeting time. Dawn advised she could work on the committee and Lee Riggs joined as well.

iv. ParkerFest

Stevan passed out a circular regarding current participation statistics. There have been between 20 –30 booths. The highest attendance was approximately 400 people an hour with an average of 200-300 visitors an hour. The price of participation is very reasonable at \$25 a week. The Parker Library registered a high of 21 new voters in a week. ParkerFest supports the DDC goals of introducing people to the Old Town Parker district and the local businesses. Stevan has emailed the entire chamber twice, and they are still looking for more booths to join. Interested businesses can go to www.Parkerfest.com to register online or give a form to Stevan or Mark Lewis. Doil asked about advertising; they have placed Parkerfest information in Warhorse ads, in Tidbits, and roadside signs. Next year the event will be back on Mainstreet to showcase the area. David advised that next year the hope to coordinate DDC and downtown events with Parkerfest

V. New Business

a. Douglas County Library Campaign update

Jamie LaRue presented on what is the same and what is different for the public information campaign for the library's needs. He handed out a letter which details all of the issues and proposed solutions for the library. The DDC is encouraged to pass this information along to any interested parties. There is an incredible growth of demand that echoes previous years. The Town of Parker has still offered the land on which to build a new 50,000 square foot building which would be biggest in the county. Lone Tree, whose town passed a bond for a Cultural Center has land next to that project on which to build a 40,000 square foot library but this land would disappear with a loss of the election. Changes to the campaign will include a mailing with financials to show that the capital projects will sunset and the remainder of the bond pays for ongoing operations. The tax impact for a home worth \$300,000 is about \$3 a month. The library return on investment survey proves that \$1 in taxes give back \$5 in goods and services. An added benefit to the economy is that public investing can spur growth when private investment has a downturn. There will be poll in June to determine concerns about and support for the campaign by area. The library will also be doing a deeper market segmentation to target three broader mailings. Also there are two plans for grassroots campaign work which was missing in the last campaign. Volunteers will be doing phone banking and making personal invitations to informational meetings. Staff will create an event calendar of meetings for various organizations in order to have a library speaker attend and inform them about the library and the campaign. The branch libraries will be functioning as a voting center, a registration center and hosting civic engagement programs to support activity. Next steps are fundraising for a \$100,000 campaign. Jamie reminded the DDC to invite the library to any event or meeting to get the message across several times. Ben Snow expressed that there was some confusion during the previous campaign about relationship between library and cultural center and asked what efforts will be made to differentiate between these projects. Jamie advised that a postcard mailing with brief financial information and an artist's rendering of the new library will help to identify exactly what the bond is covering. Jamie will attend the August meeting of the

DDC by which time the Library Board decision to go forward with the ballot issue will have been made.

b. Parker Artists Guild Wine Walk

Jackie Campbell advised that the Wine Walk has very low participation. Only four businesses are registered so far. The event is on the magnet for June through October. Jackie still believes that event has a lot of merit and potential. Jackie is asking the DDC for advice to determine the future of this project. Me Me Me Salon, United Country, Parker Day Spa and The Warhorse are the businesses currently registered. The Wine Walk is the third Friday of every month from 5 p.m. to 8 p.m. The business commitment is to have somebody to serve wine and open the shop. Jackie has applications available. Artists have signed up to participate in front of each shop to be producing art and selling in small volumes. Jackie asked if they should change the date of the event or if any DDC member could encourage area businesses to sign up. The decision was made to continue as planned.

c. Parker Arts Council Oktoberfest Sponsorship

Dawn discussed the history and achievements of the Parker Arts Council. She handed out a packet of information about sponsorship opportunities for Oktoberfest and other PAC programs as well as a vendor application. They are a volunteer only organization and they sponsor events such as Reader's Theatre, the Youth Talent Showcase, film festivals, Oktoberfest and the Asian Festival. They also work with the Parker Artists Guild to host Art in the Park. This year Oktoberfest will be Saturday, September 20th from 11 a.m. to 6 p.m. in O'Brien Park. They have 14 vendors confirmed as well as cultural activities. This could become an annual Old Town Parker event which can be continued by area businesses into the evening or partner with ParkerFest to become a two day event. David asked the Town staff and Town Council make a note of how cultural organizations clearly identify the Old Town Parker district as the center of Parker.

d. People for a Safer Parker

Ben Snow talked about the PEDC's financial support of People for a Safer Parker and the related initiative. PEDC has advanced funds to the group but is also donating the net proceeds of an upcoming fundraising golf tournament to be held on June 27th. Information will be forward to David Van Landschoot for distribution via the DDC email list. Ben confirmed Stevan's question on planned cost of 35 million for Justice Center. Ben also noted that on July 14th, the Blue Ribbon committee expects to receive the results of a daytime employment study.

e. Proposed Day Time Employment Center/Parking Deck

A few business owners have already met and discussed the issue of Parker's daytime economy and parking availability. Back in February 2008, David provided Fred Starr with a plan on how a parking deck could be situated on Parker Station property. David reminded group that Town recognized parking need about four years ago in its comprehensive plan. In April, David discussed parking deck with property owners Larry Graves, Tom Radigan and Jim Anest. In May, David passed out the parking deck concept at the DDC meeting. David talked about future parking needs including Jim Anest's planned development with additional tenants, Tom Radigan's possible boutique hotel, as well as event parking. David suggests parking issue should be discussed now with 2009 budget presentation coming up in August. Tom and Jim concurred. Discussion ensued. Jim Anest has a possible large tenant which could bring in 200 employees – this business requires a minimum of 5 parking spaces per office. As far as Tom's property, an architect suggested 1-2 parking spaces per hotel room, or if residential property, it should have 1 parking space per bathroom. This would suggest an approximate minimum of 75-100 spaces. It was noted that other nearby towns

have parking structures – Lone Tree has one at the Target and Highlands Ranch has one at the Civic Center. An underground structure is a possibility, but one above ground is cheaper. Gary stated that Town is well aware of parking need and is looking at it in conjunction with the proposed library and cultural center; however, there are several other Town projects “on the plate”. David summarized with two requests: 1) DDC to ask council to seriously consider exploration of parking structure to further the events and daytime economy, and 2) for PEDC to take a leadership role related to the same to further events and the daytime economy in Old Town Parker. Ben replied that this request is palatable. Gary responded that the Town has never said no – that it’s always been a matter of how.

Meeting Adjourned 3:52 p.m.

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

Next Meeting: Tuesday, August 19, 2008 at 2:00 p.m. at Warhorse Inn.