

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. 13
May 8th, 2007
2:00 p.m.**

The following individuals were present at the meeting of the Downtown Development Committee (DDC):

David Van Landschoot and Justin Van Landschoot (Parker Station Professional Office bldg), Jim Anest, Stevan Strain (War Horse Restaurant), Kirby Ross and Steve Parry (East Gateway Development), Catharine Henry and Tom Radigan (Victorian Commons), Patt Paul and Colbe Galston (Douglas County Libraries), Fred Starr and Susan Pacek (Town of Parker), Gary Lasater and Tina Long (Town Council), Mark Daugherty (First Tier Bank) Lee Riggs (Vines Wine Bar), Chris Michlewicz (Parker Chronicle), Norman and Scott McQueen (Pinetree Jewelers), Pete Wells (Twenty Mile/Sage Bldg), Lew Palmer, Ben Snow (Parker Economic Development Council).

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

The following discussions then ensued:

- I. David Van Landschoot introduced new participants Norman and Scott McQueen of Pinetree Jewelers and Chris Michlewicz of the Parker Chronicle. He then discussed some examples of towns celebrating and marketing their unique attributes. Examples from Rugby, Tennessee included a DVD of town history, Christmas ornaments of historic buildings, and a reprinted booklet originally published to entice settlers from England. From Rhineland, Wisconsin there was a hat showcasing the town mascot, a mythical creature called a "hodag."
- II. David informed those attending of the following and sought approval:
 1. The Meeting Minutes from DDC Meeting No. 12 of April 2, 2007 were approved.
 2. Hand outs were as follows: Agenda for May 8, 2007 meeting, Exhibit E Old Town Parker 2007-2009 Sign Program as of May 7, 2007, Old Town Parker, 2008-2012 Public Art (Walking Tour) Program, Victorian Park map, Old Town Parker Destinations map, Old Town Parker Public Art Examples, DDC Committee Assignments, 2007 March – December Tentative Schedule for DDC, Request for Town of Parker Council Actions, e-mail from Mayor Casiano regarding visiting Iraqi students, letter from Justin Van Landschoot to Parker Cultural Commission, Town of Parker 2007 Event Listings, Christmas Carriage Parade sponsorship info, Open House flyer for Pinetree Jewelers and Mallory Construction, and the May 8th, 2007 Town Council Response to Remaining Motions .

3. Presentations of the DDC agenda/work were done at the PEDC luncheon and Parker Breakfast Club in April.
4. After a bench selection meeting with Town staff, Town will be moving forward with the DDC benches in Sulphur Gulch and Mainstreet.
5. David requested that the DDC share advice regarding legal counsel for real estate tax appraisals. Jim Anest advised that he has a recently created list of attorneys that he can share with any interested parties. Contact Jim directly for the complete list. Mark Sheffel's name was mentioned as a local attorney with this experience.
6. Ben Snow advised that a formal request was made to the Town of Parker of tax relief for businesses affected by the Mainstreet improvements by the PEDC. There has been no formal response by the Town. The request was made through the Town Administrator's office. Ben will be the central point of contact for questions regarding the request.
7. Parker County Festival dates are June 8-10, 2007.
8. After the meeting on April 24, 2007 regarding public financing and Business Improvement Districts it was determined that the Old Town Parker area is too small to support this option. It is no longer being pursued at this time.

III. Signage Program

1. David announced the goal of \$150,000 in private pledges for the sign program has been met! This goal was achieved in five months. Keller Williams Realty was the last to pledge \$7,500.00. They are currently not located in the district but are planning a move. A public relations piece is planned for publication in the Parker Chronicle.
2. He attended a meeting the morning of May 8, 2007 with Tara Moore, Sam Demander, Justin Van Landschoot and Fred Starr regarding signage. Signs in the Old Town Parker area would be black and white with stone materials similar to other Parker area signs. Victorian Park signs would be black and green with brick materials. No lights would be incorporated into the signs. Wrought iron lettering would be used. The signs would have less massing than originally envisioned. The sign at Parker Road and Mainstreet would include a LED wing. The Community Center will also have a LED sign, and this model is recommended for future signage at sites like the Library or Performing Arts Complex. The next meeting on signage May 30, 2007 at 2pm will have architect drawings for review.

IV. Public Art Program

1. David announced that the total funds required for the program are \$400,000.00. One site has been eliminated. Current pledges total \$122,500.00, achieved in four months. Fundraising through the DDC will stop at \$150,000.00 until a more complete process is in place for the program. At that time, the Parker Cultural Committee will take over the program.
2. The most recent pledge to the program was made by Parker Adventist Hospital in the amount of \$12,500.00. They approached the DDC after the presentation made at the PEDC luncheon. This pledge is committed toward a life size

historical figure to be located at The O'Brien Park southeast entrance along Mainstreet.

3. FirstTier Bank committed \$5,000.00 toward a life size historical figure to be located along the Pioneer History Trail.
4. Kirby Ross will have confirmation on the Hess Family pledge of an additional \$10,000.00 by Thursday, May 10, 2007.
5. Discussion regarding the Wells Fargo stagecoach art piece took place. Stemming from the feelings that public art programs should not have "preordained" pieces the decision was made to stop pursuing this concept. The public art program will forgo identifying concepts at this time

V. Presentation by Fred Starr and Gary Lasater

1. Fred Starr advised that the construction plans for the Mainstreet improvements will be finalized in June including documents for review and the construction schedule. David inquired if the starting location for construction had been determined and that information was not available. Jim Anest suggested that the DDC could act as liaisons between property owners and the Town in regards to easements if needed. Kirby Ross advised that easement information has been delivered to property owners.

2. The decision was made to move the June DDC meeting to **Tuesday, June 26,**

2007.

3. Gary Lasater reviewed the Town Council Response to Remaining Motions as of May 8, 2007. These motions do not require a resolution at a Council meeting. The responses are as follows:

a. Motion 10 – the branded name of "Old Town Parker" is acceptable.

b. Motion 11. The branded name of "Victorian Park" is acceptable. Town Council suggest modifying the boundaries to reflect the current boundaries of Pikes Peak Center.

c. Motion 12 – Town Council cannot encumber future councils in regard to the budget so no additional funding can be considered. Current projects are "okay."

d. Motion 14 – Hardscape improvements between Bar CCC and Willow Park Bridge have been confirmed. However, between improvements between Town Hall and Parker Road are on hold pending trail realignments.

e. Motion 15 – Council supports the Victorian Park motif benches and trash receptacles.

f. Motion 19 – Council request the DDC prioritize signage requests within the Old Town Parker and Victorian Park areas. There are disparities between DDC and Town information. Council suggests that the DDC work with Town staff to discuss the signage budget.

4. Gary advised that, per the Public Art Program, some funding might be available from the Douglas County Cultural Council. David responded with information about the "Art on the Corner" concept that the County might fund.

5. Stevan Strain and Jim Anest responded positively to the Council information. The responses fit with the expectations of the DDC.

6. Stevan added that Science and Cultural Facilities District (SCFD) grants might be available for cultural programs. He will research this opportunity. David shared that other Douglas County towns have expressed an interest in the Pioneer History trail.
7. Stevan requested that outside café areas be taken into account for easements. He advised that these amenities are considered a sign of active pedestrian environments. David requested of the DDC that this topic be included in future miscellaneous motions. This idea was okayed.
8. Jim discussed overtures made by Loveland, Colorado to collaborate with Parker on the Public Art Program including lending art pieces. David discussed the importance of caution in art placement and themes.
9. Jim requested that the DDC provide official feedback to the Town council regarding the response to motions. Tina Long advised that said response would be conveyed verbally to the Council.
10. Gary shared updates on historical information.
 - a. Trestle Bridge improvements are on hold.
 - b. Hood House is not yet ready to be moved to Preservation Parker
 - c. The Landmark Commission looked at the Twenty Mile Barn. No instructions are available for reassembly. It is in hiatus.
11. Gary added that the vacant land acquisition by the Town was on hold.
12. Gary pointed out that the maps should be updated to reflect the new boundaries of Victorian Park. David advised that the adjustment will be made on all future maps.

VI. Subcommittee Presentations

1. Discussed previously.
2. Justin Van Landschoot presented the letter he sent to the Parker Cultural Commission. It includes two requests: 1. to include a Parker historical perspective in the Public Art Program and 2. to create a sub-committee of the Parker Cultural Committee which would include other interested parties including, but not limited to, the Landmark Commission, the Parker Artist Guild, the Parker Artist Council, the Parker Historical Society, the DDC and citizens at large. These requests were agreed upon by the DDC. It was recommended that a member of the DDC also be on the sub-committee. Justin advised that the sub-committee would be long term commitment covering the creation of the Public Art Program and then the maintenance and growth of the Program outside of the Old Town Parker district. Another focus of the committee would be building partnerships with other interested parties. Jim Anest recommended Scott McQueen for the sub-committee; Scott replied that he would consider the position. Susan Pacek elaborated on the role of the Landmark Commission as the entity that makes recommendations to Town Council. Ben Snow had a question regarding the procedural aspects of the sub-committee. Justin answered that the sub-committee would be generalized outside of the property owners in the Old Town Parker district and would make recommendations to Town Council. Stevan Strain commented on the positive effects of the assets that are being created for the Town of Parker.
3. Skipped.

4. Discussion of other vehicles beside a BID. Fred Starr proposed that the Town could offer individual licensing agreements with business for improvements such as trash receptacles. Town Council would approve these on an individual basis. This would eliminate the need to create a district or new process for such improvements. An example was the public art located at Stage Run Road.
5. Justin has copies of the event permit application. Lee Riggs or Justin can provide them to any interested parties.. An email list that provides updates on events that affect the Old Town Parker district is also available. Contact Justin to be added to the list. Justin handed out a schedule of events currently planned for the Town. It is a goal of the DDC to actively participate in events in the area. Justin will coordinate with the town if they need private assistance from property or business owners. Discussion ensued regarding the Farmer's Market, which was not on the schedule. Fred Starr will investigate the Farmer's Market application. A discussion of street closures for the Parker Country Festival took place. Fred Starr advised that the Parker Chamber should have details and Lee will update the DDC. Jim Anest offered his lot for parking.

VII. Douglas County Libraries

1. Jamie LaRue sent some information to various parties regarding the Library's plans for a campaign.

VIII. Old Business

1. Catharine Henry is researching cabinets for interior and exterior marketing materials. She will send out information and present at the next DDC meeting.
2. Jim Anest's development should break ground in July. 90% occupied.
3. Tom Radigan will have more information regarding a date after the Parker Country festival.
3. Steve Parry's date is October.
4. Parker Day Spas has begun construction on the addition.
5. Dan Durand has begun work on his third building
6. Lew Palmer is waiting on Planning for a response to his third submission.

- IX. Agenda items for the June 26, 2007 meeting will include: Mainstreet Improvements plan and schedule, Public Art Program Process, events and event management, and miscellaneous motions. Justin requested that each member bring his or her marketing materials to the next meeting that other members can take and use to network on each other's behalf.

- X. Meeting adjourned at 3:35pm.

Respectfully submitted,
David A. Van Landschoot, Patt Paul, and Colbe Galston