

Special Council Meeting
Castle Rock Senior Center

March 16, 2010
7:00 p.m.

Mayor Helenberg called the March 16, 2010 Special Meeting to order at 7:00 p.m.
Purpose of this meeting: to join stakeholders on assigned business and marketing teams as outlined in the city's adopted Business Feasibility and Marketing Plan.

Councilmembers present: Earl Queen, Glenn Pingree, Jack Reilly, and Mike Mask.
City staff: Dave Vorse Public Works Director, Ryana Covington Clerk-Treasurer, T.J. Keiran City Planner, Nancy Murphy Planning Commission

Stakeholders: Barbara Mask, County Commissioner Axel Swanson, Chamber of Commerce President Mike Vorse, Wayne Lunday, Cordell Piper, Nancy Piper, Jim Worl, Linda Queen, Randy Keele, Tina Keele, Ashley Helenberg, Donna Williams, Ashley Albright, Dan Piper, Roy Henson.

Mike Vorse summarized the layout of the city's Business and Feasibility and Marketing Plan, which is divided into three specific initiative strategies; Product Readiness, Organize For Business Development and Target Best Opportunities. Within each of the initiatives are recommended action items and goals that committees will be discussing and working to implement.

Attendees were divided into the three initiative groups to discuss plans of action and priorities.

At 8:45 p.m. all three committees convened together to debrief and provide a summary of their key implementation points. It was noted that many of the implementation strategies overlapped and groups will need to provide effective communication to reduce the chance of duplicating efforts.

Keene suggested a survey be conducted to establish how our city wants to be identified. Vorse also suggested that an inventory of the city's assets be listed to help define the city.

Swanson stated an inventory of businesses needs to include; who is in business, their operating needs and their willingness to change.

Discussion involved the option of creating a theme for the community, which would require design standards and a monetary commitment.

Initiative Group 1 stated they will do the initial inventory and results will be provided to the full group.

Initiative committee groups will continue to meet independently on their prioritized strategies and will provide status reports at the full stakeholder meetings.

Mayor Helenberg scheduled the next full stakeholder committee meeting, March 30th,

6:00 p.m. in the Castle Rock Senior Center.

Mayor Helenberg adjourned the meeting at 9:25 p.m.

Mayor Paul Helenberg

Clerk-Treasurer