

## Historic Preservation Month 2023

1. Sidewalk Graphics
  - a. Design – **Communications, meeting with Brad set for Monday, Mar. 6**
  - b. Place order/pay – **Development Services**
  - c. Locations
    - i. Entrances to the park from Wilcox and Perry, and the intersection of the bike/walking paths within the park. Depending on cost, a fourth location maybe outside Festival Park on a pike bath could be chosen
  - d. Parks has approved installation. **Brad to set installation date with Jen R.**
  - e. Turnaround time: approx. 2 weeks from order date
  - f. QR code directing to HPM page on Town site –**Katy**
  - g. Install: No later than April 15
2. HPM webpage CRgov.com/townhistory – **Brad/Katy to create content**
  - a. Ways to Celebrate Historic Preservation Month
    - i. Scavenge the Rock (link to Museum site, need event link no later than 4/15)
    - ii. Historic walking tours – where can printed maps be found?
    - iii. Trolley tours/historic videos playing on loop
    - iv. Victoria's Tea, May 13
    - v. Fun facts/photos about select buildings? Info about the HPM beer and or ice cream specials in May (Glacier, Wild Blue)
    - vi. Ways the Town supports: grants, etc -- -link to those pages
    - vii. Glacier/Wild Blue Yonder – HPM flavors
    - viii. Other ideas?
3. News release - **Katy**
4. Engage schools, contact Superintendent –**Councilmember LaFleur**
  - a. Book about historic Castle Rock history
  - b. Coloring contests, mixed media competition (photograph, drawing, poetry)
  - c. Initiatives to be run by schools, not HPB/Town/Museum
  - d. Note: History of Colorado curriculum taught during 4<sup>th</sup> grade
5. Print of placemats for distribution at local restaurants
  - a. 300 placemats printed – **Development Services**
  - b. If printed by Spradlin, cost = B&W @ 25¢ per side / Color @ 55¢ per side
  - c. Distribute to 10 businesses – **Development Services**
6. CR Comms + Development Services to meet with CR Museum – **Katy/Brad-Angie**
  - a. Discuss scavenger hunt challenges/locations
    - i. Downtown merchants deadline to participate, March 24
  - b. Prizes - Angie
    - i. Parks and Rec – 6 pairs tickets – Katy/ Jen. R.
    - ii. **Others ?**

7. Social media posts each week in May – **Board/Katy**
  - a. See Town of Castle Rock FB page for examples/previous posts
  - b. Post 1: History of the Rock/HPM kickoff, link to website/events
  - c. Post 2: Ways to celebrate HPM — historic walking tours, trolley rides, share PSM or street sign history video)
  - d. Post 3: Historic preservation grants – recipients, projects, photos
    - i. **Board to provide content, Katy to post**
  - e. Post 4: Our Town Over Time: Then/now photos
  - f. Post 5: Scavenger Hunt awards event reminder
8. Historic video placement – **Brad/Katy**
  - a. Looping on Trolley rides
    - i. Philip S. Miller: <https://youtu.be/48LbAbaiK8Y>
    - ii. History of Downtown streets: <https://youtu.be/g378088NWNE>
9. 3D Historic Downtown puzzles – **Councilmember Lange**
  - a. Contact [Spradlin Printing](#) for estimate, (303) 841-6701
  - b. Not sure if this is in the budget?
10. HPM ice cream and/or beer – **Councilmember LaFleur**
  - a. Contact Glacier Ice Cream about temp. renaming an ice cream in honor of HPM
  - b. Contact Wild Blue Yonder about temporarily renaming a beer in honor of HPM
  - c. Ideas: Rhyolite Red Ale, Beaver Brown Ale, Rock Candy Crème, Castle Rock-ey Road, Rhyolite Red Velvet, others?
  - d. Could make Glacier a stop on the scavenger hunt