

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator
Date: March 3, 2015
Re: Discussion with Downtown Group regarding Direction for the Future

Purpose: The purpose of this item is to meet Jerry Touslee, who joined the Downtown Group last year. Jerry has agreed to assist with the leadership transition for the Downtown Group, see bio below. As you can see, Jerry has a background in marketing and is willing to bring his expertise to the Downtown Group and to the town.

The Downtown Group's Mission is to clean-up and beautify the downtown and without expanding our mission we would like to discuss with Council some ideas to raise community and regional awareness of downtown businesses - as people pass by on I-70 or at the CVB/SH6&24 intersection. We realize that funds are tight and will not pursue overly ambitious ideas, but want to have a discussion with Council about what may be a good fit.

At our last meeting, the DT Group agreed that partnering with the Town and Library on the Public Art/Bike Rack grant for LiveWell was an excellent idea. As a result, the DT Group is asking for Council to dedicate \$750 from the DT Group funding in 2015. Graham Riddile and Patty Ringer will present this idea to Council during their agenda item.

Jerry Touslee's bio:

Jerry Touslee is a native of Colorado and has traveled extensively through all parts of the state. He finally found a way to move to the Western Slope and came to New Castle with his wife in 2013. Jerry's wife, Jill, teaches 4th grade at Elk Creek Elementary and Jerry is a marketing executive with a national company. He works from home and travels occasionally for business.

Jerry's career covers nearly 30 years in the advertising and marketing field. In his advertising agency years, he worked with such notable client companies such as Microsoft, Starbucks, Boeing, Nissan, Shell Oil, and The Home Depot. He started his career as a writer and still writes marketing campaigns as part of his work today.

The outdoor lifestyle (and no crowds or traffic) is what attracted Jerry to the Western Slope. He's been an avid fly fisherman since he was twelve years old and has camped and backpacked throughout the Colorado mountain ranges. He's also an avid Colorado history buff and enjoys the historical significance of the Roaring Fork and Colorado River region and New Castle's proud town heritage.

Jerry volunteered to join the Downtown Group last year and has also helped the New Castle Recreation Department by coaching a 3rd/4th grade boy's basketball team for the past two seasons.