



TOWN COUNCIL STUDY SESSION AGENDA
June 24, 2024
5:00 PM

I. Study Session Items

1. Downtown Parker Business Improvement District - Tony Mango/Omar Castillo - 30 minutes
2. Placemaking Improvements IGA with the Downtown BID – Glassburn - 30 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Members of Town Council
FROM: Carrie Glassburn, Cultural Director
DATE: June 24, 2024
SUBJECT: Placemaking Improvements IGA Between the Town of Parker and the Downtown BID

ISSUE:

At a future Town Council meeting, the Town Council will be asked to approve an Intergovernmental Agreement (IGA) between the Town of Parker and the Downtown Parker Business Improvement District (BID), regarding cost sharing for the creation, installation, and maintenance of placemaking improvements in the Downtown Parker commercial area. The improvements addressed in the IGA feature the use of artwork in different ways to add interest and color to the downtown area.

In preparation for that meeting, the Cultural Department will present placemaking plans and the steps needed to achieve that plan.

FISCAL/BUDGET IMPACT:

No additional Town funds will be needed, outside of the expenses that have previously been approved by the Town Council in the 2024 Public Art budget. The majority of the costs associated with this proposal will be covered by the Downtown Parker BID.

BACKGROUND:

Parker Arts and the Downtown Parker BID understand that public art is one of the elements that help make a city or town a desirable place to visit, live, and work. Together, they have developed a plan for implementing small public art projects that will have an immediate impact on the overall appeal of downtown Mainstreet.

By joining forces to add banners, murals, and utility wraps along a portion of Mainstreet, Parker Arts and the Downtown Parker BID intend to make Downtown Parker a more welcoming and inviting environment for both visitors and residents.

RECOMMENDATION:

Approve the IGA between the Town of Parker and the Downtown Parker Business Improvement District when it is on the agenda at an upcoming Town Council meeting.

REQUESTED DIRECTION:

For informational purposes only.

ATTACHMENT:

None