

DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors
Minutes of January 12, 2011

Present: Peggy Brooker, Cathy Carson, Jesse Helm, Dick Munroe, Randy Pryde, Sona Rummel, Kate Sarosy, Charles Walsh, Mike Stepp, Renee Penton-Jones

Excused: Brettnee Tromble, Liz Becher, Dick Munroe, Toni Lussier

Call to Order – Peggy Brooker called the January 12 meeting to order at 11:35 a.m.

I. City Report

Kate Sarosy – The City Council will be meeting ½ hour early, next week in order to start process of replacing the City Manager, Tom Forslund. The Council gave approval for the Center and Wolcott Streets lighting project. Council supports the use of David Street for the Firefighter challenge and wants to make certain all business owners on the block are notified and are o.k. with the street being blocked off. Kate provided an application for the 1 cent funding that the board would need to complete in order to construct a new public area. The infrastructure committee chair, Dick Munroe, will work on this as soon as he returns from vacation. The executive director will scan the application and send to the rest of the board.

Approval of December, 2010 minutes
Motion, Second, Passed (MSP) (Kate Sarosy, Jesse Helm)

II. Financials

Cathy Carson, Vice Chair, presented the December financials for approval. Cathy noted that the DDA is operating a little over 50% at the half way point of the fiscal year. Finance committee chair, Jesse Helm, reported that CD's had successfully been transferred to the NOW account where they will reside until he has a better time-frame for when the funds will be required to be paid to the city for the approved Center and Wolcott Street lighting program. Jesse will continue to keep an eye on the project as well as watching for any other options for the funds that will provide a higher return.

Approval of November, 2010 Financial
Motion, Second, Passed (MSP) (Randy Pryde, Mike Stepp)

Approval of January expenditures
Motion, Second, Passed (MSP) (Kate Sarosy, Jesse Helm)

III. Director's Report

Renee reported regarding the wrap up meeting for the very successful downtown loft tours. She discussed that all recognition certificates were handed out and that she enjoyed visiting with merchants; most of whom reported a good holiday sales season. Renee met with Robert Barnes and Lori Becker to discuss a stronger synergy between DDA, CAEDA and the Chamber. She researched some of the ongoing advertising and met with Adbay to update the website. Sympathy and/or Congratulatory cards were sent out on behalf of the board to the Perkins, Daubin, Goedicke, Hosey families and to the owners of SWAG Boutique. Ongoing research with regard to other DDA's was begun with regard to budgeting, revenue sources and overall management structure. Renee met with the advertising representative with the Casper Journal in order to establish whether the DDA was under contractual obligation to the Journal. After board discussion regarding contract

execution, Mike Stepp motioned that, "The Chairman of the Board or member of the Executive Board, in the Chair's absence, will review and sign all DDA contracts for future expenditures or commitments."

Approval of Motion for Contract Execution

Motion, Second, Passed (MSP) (Mike Stepp, Cathy Carson)

IV. Old Business

- I. Due to Liz' absence, Renee updated the board on annexation of the OYD. Liz met with Tina and Renee to discuss a benefits package for OYD property owners. Liz indicated that she will be finalizing the first draft to bring back to the board.
- II. Peggy reminded the board that the 2010 Award Ceremony will take place during the February 9 board meeting. The lobby of City Hall will be utilized and there will be a podium available for DDA use. Randy Pryde recommended adding Tom Forslund to the list of recipients and Renee will contact Scott Ayres to make certain an award can be added for him.

V. New Business

- I. Peggy asked that board set aside time on Tuesday, Feb. 8 to review the existing Strategic Plan and recommend changes and additions. Randy suggested that Charles Walsh's definition of "Development" be utilized to begin the new Strategic Plan document. Board agreed to meet at DDA office on 2/8 at 11:30 a.m.
- II. The Infrastructure committee, along with the full board will research probability of applying for One Cent funds to be used to construct a public area in the downtown.

VI. Committee Reports

Executive Committee- None to note.

Governance – Chair Cathy Carson announced that she will introduce changes/additions to the bylaws, next month. Absenteeism is addressed in the changes. Cathy noted that with such a small board, an extra burden is placed upon board members who do participate and attend scheduled meetings.

Finance Committee – Jesse met with Diana Wallace at First Interstate Bank to ensure the bank's pledged coverage of all accounts. Jesse reiterated that he recommends holding on placing money back into CD's until there is more clarification on when funds will be needed for the lighting project. He also asked about his committee and who might assist during Brettnee's absence. Peggy and Renee will try to find another committee member.

Public Infrastructure – None to note.

MARCOM – The following topics were presented by MARCOM members:

- 1) Cooperative Marketing (Co-op)** – C Walsh: Following the December 12/10 DDA Board meeting, Charles contacted Schlosser Signs, Ft Collins, Co, to share the Board's wishes to defer participating on the early Taubert Signs. Mr. Schlosser and Charles agreed that

the DDA Board should approach Mr. Taubert directly to discuss our plans. Charles provided an EM synopsis to the Executive Board requesting guidance and direction.

- 2) Downtown Music Program - C Walsh: Recommended to defer this item to February 2011 meeting. Our current supplier of music, Muzak, agreed to extend our current contract through Q1 2011 providing us a window of time to evaluate competitive solutions.
- 3) Web and Social Media – S Rummel: Approached the City IT Department requesting the Downtown Map be added to the City’s Web Site as is the case with the Old Yellowstone District (OYD) map. The initial response provided was “No”. Sona will provide Kate Sarosy a backgrounder so she can further enquire. Tabled the pursuit of the NCS D Student Team contributing to the creation of a Social Media solution until the Board has adopted a Social Media Policy. Policy request referred to the Governance Committee for action.
- 4) U of Mary Strategic Marketing Plan - (All): A brief rehash of the Strategic Plan dialogue from day before. Date set to initiate the review and modernization of the DDA Strategic Plan.
- 5) Other Dialogue – (All): A discussion ensued relative to MARCOM’s role, responsibility, and authority in performing their duties. No final clarity during the meeting, although it’s anticipated that the Strategic Plan process will result in an improved structure, definition, and direction for all the committees.

VII. **Adjourn** – The meeting adjourned at 2:19 p.m.

Motion to Adjourn January Meeting -

Motion, Second, Passed (MSP) (Kate Sarosy, Randy Pryde)

Respectfully submitted,
Renee Penton-Jones, Executive Director

Approved by:

Secretary’s Signature _____ | Date _____

Board Member’s Signature _____ | Date _____

*A compact disc recording of this meeting has been placed in the DDA Minutes. The CD can be played using DR-02 Software, Real Play and Windows Media Player.