

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Board of Directors**  
**Minutes of November 4, 2009\*\***

**Present:** Peggy Brooker, Cathy Carson, Jesse Helm, Bob Ide, Debbie Ludiker, Drew Perkins, Randy Pryde, Kate Sarosy, Brettnee Tromble, Charles Walsh and Tina Wulf

**Excused:** Liz Becher, Toni Lussier

**Unexcused:** Dick Munroe

I. **Call to Order** – Chairman Perkins called the November meeting to order at 11:40 a.m.

II. **Guests** - Randy Buffington of Hilltop National Bank and NCPL Board of Trustees member, and Councilwoman Kim Holloway.

III. **City Report**

Liz Becher was excused and asked Kate Sarosy to give her report.

Kate Sarosy

The City agreed to extend the deadline for K C Apartments, provided property owner, John Phipps, renovates to code. The City gave him a one year deadline, and the City will remove the dangerous building designation for financing purposes. As Mr. Phipps completes each unit, he is allowed to open them up.

In addressing the upcoming one cent sales tax campaign, the City and County are concerned about current anti-tax sentiments. They are working together with the Chamber on a county wide educational campaign.

Liz completed an Old Yellowstone District marketing piece for developers and investors. The publication will be made available to the DDA, and the DDA is mentioned in it as a partner.

IV. **Approval of October 7, 2009 Minutes**

*Motion, Second, Passed (MSP) (Cathy Carson, Jesse Helm)*

V. **Financial Report**

1. Monthly expenses include:
  - A) \$4000 to the DMPA for the Christmas Promotion, which is a separate line item from Advertising in the budget.
  - B) . \$1000 to Proud to Host the Best.
2. Operating Expense is about 30% of the annual budget - on track there.
3. \$9000 in revenue in November 2008 - does not seem to be the case this year; anticipate payment in December.
4. **CDs** - Three (3) \$25,000 11-month CDs mature December 20, 2009 each @ 2.075%.

- Brettnee mentioned short term CDARs, which are Certificates of Deposit Account Registries. If accounts are less than 50 basis points, insurance is not required.
- BOD should consider full coverage through FDIC insurance.
- BOD wishes to keep invested money in local banks, and CDARs are not local.
- BOD wishes to secure the best rates possible for any rollovers
- BOD may want to roll CDs into short term accounts such as 6 months to a year at the most until interest rates improve.
- Current CD rates are 1% for six months; 1.25% for a year.

The discussion of the maturing CDs was tabled until the December 9<sup>th</sup> Board meeting at which time Brettnee will provide additional information and options.

**VI. Approval of October Financial Report**

Motion, Second, Passed (MSP) (Jesse Helm, Charles Walsh)

**VII. Director's Report**

Liz, Tina, and Debbie met with Landscape Architect Randy Shortridge of RRB Architect regarding planning and interior design ideas for the core, particularly for the Old Yellowstone District's "Town Square" and possibly for the redevelopment of the First Street Building as an apartment complex.

DDA needs a Release of Liability form in order to host Santa's Christmas Corner in the Wyoming National Apartment Community Room. Tina asked for help with this and Drew offered to help after the meeting. Jesse asked if Santa's Christmas Corner is funded through the Spirit of Christmas money given to DMPA. Tina said no; everything is donated for Santa's Christmas Corner.

Tina asked Chairman Perkins to report on yesterday's Mill Levy Election. He read the results from the County Clerk of the Court: 26 votes "for" and one vote "against". He said this is better than expected and apparently property owners still feel 16 mills is a good value.

Peggy asked Kate if she found out why certain council members did not support the mill levy election. Kate said there were some questions about holding an election during an off-year. Also, there was a question as to who was paying for the election. Tina said there were no costs to the DDA to hold the election. DDA did pay for the election mailings and can do so given the DDA informs without advocating one way or another.

**VIII. New Business**

Promotions/PR: Advertising/Marketing

Jesse reported the PR Task Force consists of himself, Peggy, Toni and Dawn Stevenson, and they met with four media representatives recently.

Since 2006, The DDA has contributed \$4000 to the DMPA's Spirit of Christmas campaign. The amount is a separate line item in PR/Promotions. Jesse said last year the DDA spent over \$17,000 on advertising and marketing for Halloween through New Year's, and that figure did not include the \$4000 to the DMPA. The Task Force

recommended DDA only advertise through DMPA's Spirit of Christmas Campaign and through what has already been committed via contracts with the Casper Journal and Gapwest Broadcasting (radio) until those contracts expire in February 2010. They also recommended the DDA not sign on to any more year-long advertising contracts but rather advertise only as needed and based on pre-approved promotions.

Peggy moved the Board spend up to \$2500 for the free holiday hourly parking promotion with the caveat Tina negotiates the best rate from the Chamber.

*Motion, Second, Passed (MSP) (Peggy Brooker, Jesse Helm)*

### Christmas Lighting

Tina explained the DDA has a budget of \$2000 for Christmas Lights. Although Christmas lights have been purchased by the DDA in the past, it has been several years. Once purchased, the lights are labeled, hung, stored and maintained by the City.

Mary Bishop has asked for the last two years to have Christmas lights put on the tree by her tenant's business, Margaret K's on S. Wolcott. The City agreed to secure estimates for five trees on S. Wolcott and submit a proposal to DDA.

The cost for lights for the five trees on S. Wolcott between Midwest and First Street is \$1687.50, plus \$253.50 for 50 power cords. The total without shipping and handling (S&H) is \$1941.

Charles asked Tina to double check with Kevin Knopik to see if he already has the 3000 lights and "enough" power cords. If so, does this reduce the cost? Tina was also asked to check how tightly the trees would be wrapped with the lights. Jesse moved DDA allocate \$1941 plus the S&H for the lights.

*(Motion, Second, Passed, Abstention (MSPA) (Jesse Helm, Peggy Brooker, Charles Walsh)*

### Boundary Expansion

At last month's board meeting, Liz said Rapid City developers and agents of the 12/24 Club expressed an interest in DDA boundaries being expanded to include their buildings on the corner of "C" & Kimball Streets and in the old Coliseum building, respectively. Tina said she thought the apartment development on "C" was too distant and would require the annexation of far too much property. Peggy noted the project is residential and residential properties are tax-exempt. Charles asked what the benefits and costs would be in annexing property.

Randy Buffington asked if he could speak. He said the general public does not see downtown as just the DDA district; they see it as more area than just that. With the improvements that have already been made in the Old Yellowstone District (OYD) and the OYD redevelopment yet to come, Randy sees the benefit of DDA expanding in that direction.

Charles asked staff to create more of a business case to quantitatively illustrate the benefits of annexation. He said he does not have much free time, but he will help more critically evaluate the matter. Chairman Perkins tabled the discussion to the next board meeting to allow Tina to conduct some research.

### Graffiti Abatement Assistance

Goodstein Properties submitted an invoice to DDA for power washing to remove graffiti on the Goodstein Building. In the past, DDA has partnered with property owners requiring such services with a 50-50 match. Total cost to Goodstein was \$760. Cathy moved DDA assist Goodstein with a match of \$380.

*Motion, Second, Passed (MSP) (Cathy Carson, Brettnee Tromble)*

#### Nominations for 2009 Recognition Awards

Recognition Award Guidelines and a list of previous year's recipients were distributed. Tina asked Board members to please be prepared to vote on nominees at next month's meeting.

### **IX. Old Business**

#### Wyoming Main Street

Due to a lack of interest at this time, the board did not vote to apply the Wyoming Main Street Program. Reasons include:

1. No one has been able to quantify the value of Main Street;
2. It seems like a lot of work for just a few people;
3. DDA can create its own 501 (C)(3);
4. Redevelopment revenues are not well funded right now due to the current economic climate; this diminishes any sense of financial gain.

#### Kiosks

Tina said the business directories inside the three historic kiosks have been updated. The kiosks have all been cleaned, inside and out. City staff has weatherized the kiosks, too. Plus, location magnets have finally been added to the maps.

#### Miscellaneous

Charles asked staff to work on a 2010 promotional calendar. He also asked the board what it thought about his idea of the five areas of measurement for the executive director's future evaluations. Jesse said he would like to review the contents of the evaluation he and Peggy are currently working on to see how it compares with Charles' suggestions. Charles suggested the following five areas of measurement:

1. Operations
2. Collaboration and Partnerships
3. Innovation
4. Economic Impact
5. PR/Promotions

Tina said she would work a 2010 promotion calendar. Charles said he would email his five suggested evaluation categories to the board and the executive director.

### **X. Adjourn - 1:15 p.m.**

Respectfully submitted,

Tina Wulf, Executive Director

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