

DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors
Minutes of January 14, 2009*

Present: Liz Becher, Peggy Brooker, Cathy Carson, Jesse Helm, Bob Ide, Toni Lussier, Dick Munroe, Randy Pryde, Kate Sarosy, Kermit Wille and Tina Wulf.

Excused: Drew Perkins and Ron Wright

I. Call to Order – Vice-Chair Peggy Brooker at 11:38 a.m.

Public Comment – none

II. City Report - Kate Sarosy

When the parking fines were raised several months ago, they were designed to sunset January 2009. Council voted to extend the increased fines for three more months and reconsider them then.

City attorney's office has been working to rewrite the parking ordinances and the first draft should be ready for review fairly soon.

The Downtown Street Enhancement Study Open House was held mid-Dec. and 30-40 attendees. Preliminary conversations and input from that should be available soon.

Liz Becher - The reconstruction of the Old Yellowstone Highway (curb, gutter, sidewalks) is on schedule; bids and construction to begin May-June 2009 David Street west to Spruce. There will be a public meeting for the federal grant near the beginning of March. Liz will have more info at our February DDA meeting.

At Monday night's Council work session, Council gave preliminary "thumbs up" for a loan from the City's Revolving Loan to Triflection LLC, which owns the Rising Lotus building on Collins, for small business improvements. These loans are issued in \$50K amounts at 2.5% for 10-year terms for business acquisitions creating jobs in the OYD and DDA districts with a limit of two loans per year. The larger loan program has a \$1M upper limit. Council will have to vote whether or not to continue these loan programs. Turnaround is about 3 months

III. Approval of December 10, 2008 Minutes

Motion, Second, Passed (MSP) (Kermit Wille, Dick Munroe)

IV. Financial Report

Treasurer Munroe commented that on \$187,000 WYOSIP account, the DDA earned only \$1.75. Kermit asked Tina to call Diana Wallace at First Interstate Bank about purchasing additional CDs, keeping in mind the statutory insurance requirements. Kermit thought the current rate was 2.75%. Tina said she'd check into it. Jesse also asked if the WYOSIP account could be moved into a different account with the same coverage that might earn more. Kermit said he'd check.

V. Approval of November Financial Report

Motion, Second, Passed (MSP) (Randy Pryde, Jesse Helm)

VI. Director's Report

Strategic Planning Session - Tina said the Strategic Planning session is tomorrow, Thursday, January 15 at 2-5:30 p.m.

Parking Garage - Tina met with Linda Witko, Andrew Beamer (City Eng.), Joe Garnier and Kate Sarosy about possible garage improvements. Linda asked if the DDA would hire a parking garage consultant to look at the entire garage and make recommendations. Tina said she'd investigate some possibilities. She found Paul Mack of Parking Consultants LLC out of Denver, CO. Paul is an engineer, CEO and founder of Parking Consultants LLC and has worked in 11 western states. He's very knowledgeable about parking structures.

Wyoming Main St. Pre-Trip & National Main St Conference is coming end of February through beginning of March. If interested, please let Tina know ASAP. Scholarship application deadline is tomorrow, Jan. 15th. Tina applied and Tom Forslund wrote very nice letter of recommendation for Tina. She hopes the city will send either a staff person or Council member this year. [WY Main St is sending WY Bus. Council Field Operations Dir. Steve Elledge.] Vice-Chair Brooker asked Bob if he was still interested in attending the Conference. She reminded Bob the DDA paid for Chairman Perkins to attend last year. Jesse said he thought it was beneficial for us to have Drew attend. Liz said Randy Hein is going, too. Peggy said the pre-tour is very beneficial, but makes for a long time.

Wyoming Main St & Wyoming Historic Preservation Commission offer Historic Architecture Assistance Fund. First deadline is January 15th – three from Casper called Betsy Bradley: Bob Ide, Charles Walsh and Susan Bishop. It is for façade improvements, signage, awnings, etc.

Wyoming Historic Preservation offers Mid-May training in Sheridan "Living Upstairs". Brian Scott offered to show his new apartment either prior to or after the Sheridan training. Bob asked what the arrangement was between Brian and the Stevenson's. Peggy said it's a long-term lease. Bob and Dawn put in A/C, heating, plumbing; Brian's doing the actual renovations himself.

Community Awareness Campaign still meeting with CAEDA, CVB and Chamber discussing formulating a positive awareness campaign to Casperites. Aaron McCreight asked me if DDA/DMPA would be interested in a Downtown card similar to the Mall Card to be used in the CVB's "Stay & Play" \$99 campaign. Downtown card info sheet attached for board's information. DMPA discussed Downtown Card at last night's DMPA mtg. and those present (10 attendees) were all very excited about it. Looking into it.

2008 Award Ceremony at beginning of next board meeting, Feb. 11. Recipients coincidentally located on same side of street one right after the other.

VII. New Business

Parking Garage Consultant – For the DDA to bring Paul Mack, Parking Consultants LLC to Casper is about \$1800. Paul will fly into Casper and be paid for 8 hours of his time inspecting the garage, speaking with Tina, Joe Garnier, Lori Becker, Linda Witko, Andrew Beamer and interested board members, and then prepare a formal written proposal of recommended and prioritized

improvements, which may or may not include new lights or service, paint, streetscape, exterior lighting, way-finding signage, etc.

Mr. Mack asked Tina to provide a bulleted list of items the DDA is interested in addressing. She said mostly improving the hourly parking (first 1-1/2 levels) and possibly some streetscape items such as signage and exterior lighting as this could be helpful for the DDA & the City in the ongoing Street Enhancement Study and the upcoming Center St. Redevelopment project.

Kermit asked about the initial bid for new lights. Tina said it was something like \$14K for 33 lights (hourly only) and \$31K for 66 lights throughout. Randy said let's encourage him to stay over so he can see the garage at night. Kermit cautioned us to not pay for ideas or improvements the DDA has neither jurisdiction nor funds to fix. Tina said the value of getting a professional assessment from a parking garage consultant is that we will have done what the City asked us to do; so, we're building good relations with the City. Additionally, the information can and will be shared with the City and the Chamber for their use, such as may apply to the current elevator/stairwell project, the Downtown Street Enhancement Study (which includes looking at one-ways, i.e., S Wolcott), the Center St. Redevelopment Project, the City & Chamber's investigation into "neon" way-finding signage, or to budget for future garage-related improvements.

Bob moved to authorize \$1800 (*no more than \$2K*) to bring Paul Mack of Parking Consultants LLC to Casper. "Parking is *the* number one issue. It's something that needs to be done. We've talked about it forever. Let's do it."

Motion, Second, Passed (MSP) (Bob Ide, Kermit Wille)

"Joy of Life" Marquette Raffle – Go through the retailers to sell tickets. Bob said the "20% Chance of Flurries" poem reminded him that we should keep the landscaping of that sculpture on our radar. Tina thanked Bob and said she does have a call into GSG about it. Regarding the "Joy of Life", Tina asked the board what it thinks about selling pavers on which to have engraved the name of a loved one that has given you the "Joy of Life". Bob said Coors Field provided their donors with a map to locate their brick. Kate asked what the balance on the sculpture is. Tina said we still have to raise \$27K.

Jesse moved for the board to sell "Joy of Life" raffle tickets and if possible to sell engraved memorial pavers. Cathy suggested Tina investigate what other groups have charged for similar fundraisers (Boys & Girls Club, Hospice, etc.).

Motion, Second, Passed (MSP) (Jeses Helm, Bob Ide)

VIII. **Adjourn** – Peggy declared the meeting adjourned at 12:45 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.