**Downtown Development Authority**

Board Meeting Minutes

March 12, 2014

**Present:** Charles Walsh, Brian Scott Gamroth, Brettnee Tromble, Brandon Daigle, Louis Taubert, Lisa Burridge, Sona Rummel, Mike Stepp, Kevin Hawley, Josh Bake

**Excused:** Charlie Powell, Scott Murray, John Johnson

**Call to Order:** Chair Charles Walsh called the March 12, 2014 meeting to order at 11:30am.

* **Public Comments:** City Manager, John Patterson, presented a One-Cent slideshow discussing all of the great things it accomplishes and how it benefits our community. John reminded our Board that he cannot campaign for the One-Cent but was there to educate. John provided an opportunity for the Board to raise various questions, such as, “How important are street improvements to you?” The Board was able to rank each question using an electronic device from varying degrees – “Very Important, Important, Somewhat Important, etc.” John let the Board know that he is doing this in all areas of the county for education purposes and data gathering opportunities. At the end, John Patterson fielded questions from the Board. Louis asked John if he was “concerned” that it would not pass. John said, “Yes.” Later, John mentioned he had heard that Pat Sweeney was against the One-Cent, so he approached him and Pat said, “No, I support the One-Cent.” Similar to Pat, there was also uncertainty if Bob Moberly and Ken Ball might oppose the One-Cent. A few people within the City/County were assigned to discuss their possible opposition to the One-Cent and questions, “are you against the one-cent? If so, what can we do to help convince you?”
* Danny Weber (CEPI, Infrastructure Committee Member) was unable to be in attendance but put together a Wolcott and Durbin One-Way Street Conversion presentation for the Board, which Lisa Burridge presented. After lengthy discussion about the pros and cons of conversion, Brian suggested the DDA conduct a survey of our constituents, as well as a survey of merchants, to see if this is something worth pursuing. Danny and Kevin are to schedule a meeting with the DCBA to go over the presentation and see if there are any questions. We will then create a survey and disperse it for completion. The position of the DDA Board is that we will conduct the survey’s and support the project before City Council, if our constituents are interested; however, this is a project that needs to be led by City Engineering Department.

**City Report**

**Josh Bake-**

* Josh informed the Board that the Parking Garage bathroom plans were approved and will go out to bid the week of 3/17/14.

**Charlie Powell-**

* Not in attendance

**Approval of February, 2014 Board Minutes**

***Motion, Second, Passed (Brian Scott, Louis Taubert)***

**Financials – Brettnee Tromble**

* DDA – through February total operation budget is at 43% of total – in line with plan.
* 61% collected on budgeted revenue – collections are in line with plan.
* DDA pigeon control contract will be $1,000 (not to exceed) to close out current fiscal year (will be under budget). New contract will be executed for next fiscal year, amount depending on budget.
* Parking Garage – Expenses at 40% of budget. Operations at 35% of budget. Total expenses are lining up well with budgeted revenue – in line with plan.
* Charles informed the Board that he spoke with Liz Becher and the Parking Garage reimbursement check ($7,100) was going to be cut and delivered by end of the month. The City has agreed to pay the reimbursement of materials/supplies (roughly $4,800) but wanted to discuss the balance which was for painting staff/service payroll portion.

**Approval of February, 2014 DDA Financial Report**

***Motion, Second, Passed (Mike Stepp, Brian Scott)***

**Approval of February, 2014 Parking Facilities Report**

***Motion, Second, Passed (Mike Stepp, Brian Scott)***

**Director’s Report** – Kevin Hawley

* Continue to work with constituents and other bodies throughout the city that align with the DDA mission. Kevin recognized Tammy Carlen for all of her hard work helping to get us up and running smoothly and wanted the Board to recognize and understand her value.
* Kevin recognized what a great job Charles and Brandon did at the council work session presenting the plaza proposal. Positive feedback was overwhelming not only before council but throughout the community.
* Dan Senftner was contacted about DDA/Council visit to see Rapid City Plaza. Dan believes May 29th, 2014 is an ideal time and is the kickoff to their summer series. Current scheduling is underway to make this happen.
* Parking garage attendant vacancy discussed. Kevin and Tammy have had unsuccessful interviews and are working hard to fill that position immediately.
* Pigeon control was discussed and an opportunity to possibly use new vendor in the future. Temporary contract ($1,000) will be executed to get us through end of this year and new contract will be assessed with budget for next fiscal year.
* Pepper Tank has dimensions for Center Street Kiosk and will provide estimate. Delay with Kiosk installation will be interior mapping/signage. Peggy Brooker was working on previously and will be contacted for update.

**Committee Reports –**

**A) Executive Committee – Charles Walsh**

* Discussed the review and update of the 2013 Strategic plan and priorities.

Update includes: 1) Market Driven Funding (TIF); 2) Plaza; 3) Housing; 4) Retail; 5) Events & Promotions

* Updated Project Plan needed from each person who has lead on individual priorities. We will present updated plans at our next Board meeting.

**B) MARCOM Committee – Mike Stepp**

* Large amount of media budget was spent during Holiday season. Mike and Kevin currently putting together a spring and summer media plan, while waiting to hear on DCBA contribution.
* Spring media proposal will be presented to Board at April Board meeting.
* Mike to make budget adjustment recommendations to Board at April Board meeting.

**C) Finance – Brettnee Tromble**

* Discussed additional bids (regional & national) and feel as though Janet Cornish in Montana is the most appropriate consultant to use.
* Brettnee to approach Janet for an updated scope of services that takes into account leg work performed by Brettnee and DDA staff/Board.
* Brettnee and Kevin met with County Assessor’s Office due to turnover in their office and DDA – had a good meeting and feel as though all are on the same page and no interruptions will occur with our mill-levy.
* Time of year to start looking ahead for the new budget.
* Budget schedule: Brettnee to distribute templates by 3/19. Templates to be returned by 4/9 (next Board meeting) by Committee Chairs. Draft Budget will reviewed by Board at May meeting. June BOD meeting we will finalize the budget. In July, the budget will be published in the paper and Board will vote on at BOD meeting.
* Lisa reminded the Board that we need to have a plan in place for plaza partners/sponsors. Charles suggested a meeting to help establish a plan for presentation before community partners – Kevin will organize.

**D) Infrastructure – Brandon Daigle**

* Many of the items were previously discussed – Garage, Plaza, Gateway, Way finding, One Way Streets, Public Restrooms.
* Downtown Housing – need to decide how to approach.
* Digital Marketing Kiosks – Brandon has a contact in Cheyenne that does interactive display boards. Brandon will have a one-on-one meeting and report back to Board.
* Brandon and Kevin attended the Natrona County Library’s March Board meeting. Purpose was to foster new relationships. The meeting went well and hope to collaborate in the future for the betterment of downtown and all of Casper.
* Louis reiterated what a great job Brandon and Charles did presenting the plaza before the City Council work session.

**E) Governance – Scott Murray**

* Still working to set a meeting with Bill Lubin to discuss DDA matters.

Action Items:

1. Kevin and Danny to set a special meeting with DCBA to go over One-Way conversions and answer their questions.
2. Create a One-Way conversion survey for DDA constituents, as well as merchants.
3. Inquire about pigeon feed ordinance within city limits.
4. Strategic Project Plan (template) to be presented by each leader (TIF, Plaza, Housing, Retail, Promotions) at April meeting.
5. MARCOM to present spring media proposal before Board at April meeting.
6. Finance to get updated scope from Janet (TIF).
7. Finance to send out budget templates by March 19, with first draft expected by Committee Chairs by April 9.
8. Kevin -Set up meeting with Board to discuss how we want to present Plaza to possible partners.

**Motion to Adjourn**

***Motion, Second, Passed***

The meeting was adjourned at 1:08 PM

Approved by:

Secretary’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

Board Member’s Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/Date: \_\_\_\_\_\_\_\_\_\_\_\_