

**Downtown Development Authority  
Board Meeting Minutes  
April 10, 2013**

**Present:** Charles Walsh, Brian Scott, Brettnee Tromble, Brandon Daigle, Mike Stepp, Charlie Powell, Lisa Burrridge, Louis Taubert, John Johnson, Scott Murray, Renee Penton-Jones

**Excused:** Sona Rummel, Bill McDowell

**Call to Order:** Chair Charles Walsh called the April 10, 2013 meeting to order at 11:32a.

**Public Comments:** Jamie Purcell with the Downtown Casper Community Farmer's Market addressed the board. She explained the Food For Thought program and its' interest in the downtown area. Jamie explained that Food For Thought had recently purchased the DCCFM and had successfully negotiated with the Nicolaysen Art Museum to keep the event on their grounds. She said the 2013 markets would begin in mid-July and end in September. Jamie said the market would be accepting food stamps, this year. She emphasized the need to provide healthy foods at an affordable price for underprivileged Casperites. Credit cards should be accepted for the first time, this year. Jamie hopes to bring the market indoors after September to create year-round opportunities. Charles and Brian suggested that she research Cheyenne and Bozeman models. Jamie submitted a sponsorship request for the farmer's markets and Mike Stepp will make a MARCOM recommendation to the board at a later date.

**City Report:** Liz Becher was unable to attend but sent a message that there are two active façade grants within the DDA. Stalkup's storage on First Street (near a downtown gateway) and the old Bi-Rite building are both under construction. Liz also reported that Sierra West is considering a grant for their building exterior renovation. Liz asked for referrals for two more remaining downtown grants. Liz recently returned from the American Planning Association conference in Chicago. She said there were several workshops on TIFs and offered to provide information to the DDA, going forward. Liz and staff are busy working on an updated comprehensive plan for the City.

**Approval of March, 2013 Board Minutes**

***Motion, Second, Passed (Lisa Burrridge, Brian Scott)***

**Financials – Brettnee Tromble**

Brettnee reviewed year-to-date financials, noting that overall expenses are at approximately 61% of budget while total revenue is at 62%. Brettnee felt the numbers are in line for the year. Brettnee said the April check run did not contain any out-of-the-ordinary invoices, with the exception of a \$1,900 payment to Align for facilitation of the DDA strategic planning meeting in March.

**Approval of March, 2013 Financial Report**

***Motion, Second, Passed (Mike Stepp, Lisa Burrridge)***

**Director's Report – Renee Penton-Jones**

Renee updated the board on discussions regarding Casper joining the Wyoming Main Street program. She said that she look forward to visiting with Wy Main Street communities at the 2013 Main Street Conference to obtain more information for board knowledge and review. Renee reported that she met with John Patterson to discuss City support and was encouraged to work with Wy Main Street personnel on a presentation for the city council following the April conference.

Renee talked about efforts to contact property owners within the proposed annexation area, noting that she was assisting Brian Scott with the process.

### **New Business**

Charles reviewed strategic plan results with the board, asking for input as to whether there was a feeling of overall benefit from the session. The board agreed that the session was valuable and recommended that a full day of planning take place, next year. Charles told the board that final action plans would be delivered within the coming week and would be distributed to the board for follow-up.

The board adopted new mission and vision statements, which were created at the strategic planning session and finalized at the board meeting.

### **Approval of Mission and Vision Statements (with noted changes)**

*Motion, Second, Passed (Mike Stepp, Lisa Burrridge)*

### **Committee Reports**

1. **Executive Committee** – Charles said the committee had discussed overall opinions regarding the recent strategic planning session, along with resulting action plans. He said the committee discussed Kale Prewitt's resignation due to his busy schedule in the OYD. The City will assign a new liaison. Annexation progress, along with the TIF process were also discussed.
2. **Finance Committee** - Brettnee reported that she and other committee members met with an attorney (Charles Chapin) to discuss how to proceed with preparations for introducing tax increment financing for the downtown district. She said that Charles is doing some research regarding state statutes and will follow up. Brettnee said she will also be meeting with the city attorney to determine how he would like for the board to proceed with presenting TIF to the council. She is working on a fact sheet that will be educational and intended to dispel the idea that TIF is an additional tax. Brettnee is also working on the 2013-2014 budget. She asked committee chairs to submit their individual budgets by May 1.
3. **Infrastructure Committee** – Brandon said the committee went over an update of the public restrooms grant process. He shared pictures of the downtown Rapid City restroom/parking garage facility and briefly discussed his meetings with Rapid City personnel and recounted some of the many positive changes going on in their downtown. The committee determined they will proceed with the Center Street gateway project. Renee will ask Dave Hough for an update from the City perspective and will confirm dates and availability of a potential WBC gateway grant. Brandon will meet with Audiomatrix to discuss existing exterior downtown sound and determine feasibility for expansion. Brandon and Lisa talked about the possibility of acquiring the Burrridge building on Center Street for the purpose of building DDA/CAEDA/CACVB offices and visitor's center across from the planned public restrooms. Lisa will reach out to Mr. Burrridge for interest. Lisa will speak with CEPI regarding survey work at Center Street underpass.
4. **MARCOM Committee**– Mike told the board that the committee discussed different options for a more timely and frequent newsletter, going forward. The group will make a decision at their May meeting. The committee discussed a proposed balloon glow in the downtown area that would take place on the last day of Crazy Days. Renee is working with the DCBA on details. Mike said the committee discussed a new downtown map that would be more cost effective and creatively designed. Mike said the committee discussed final preparations for a Spring campaign. He said it will focus on awareness and bringing attention to supporting Casper's "home grown" merchants. Forget me not flower seeds will be ordered and distributed to retail outlets to be given away to customers. Mike discussed the ask for sponsorship from Jamie Purcell for the DCCFM. He said the committee had received it late and said he would make a recommendation to the board at its' May meeting.

5. **Governance Committee** – Scott will be contacting members of the Governance Committee for a meeting in May.

**Action Items:**

1. MARCOM to review DCCFM sponsorship and make a recommendation at May meeting.
2. MARCOM to review mill levy materials and design marketing materials/campaign.
3. MARCOM to coordinate presentation materials for quarterly council work sessions.
4. Renee to schedule quarterly council work session meetings with Diane.
5. Renee to add new mission and vision statement to website.

**Motion to Adjourn**

*Motion provided (Brandon Daigle, Mike Stepp)*

There being no further business the meeting was adjourned at 12:50pm.

Approved by:

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

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