**Downtown Development Authority**

**Board Meeting Minutes**

**August 13, 2013**

**Present:** Charles Walsh, Brian Scott, Brettnee Tromble, Mike Stepp, Sona Rummel, Scott Murray, Louis Taubert, Charlie Powell, Lisa Burridge, Renee Penton-Jones

**Excused:** John Johnson, Bill McDowell, Brandon Daigle

**Call to Order:** Chair Charles Walsh called the August 13, 2013 meeting to order at 11:32a.

**Public Comments:**

1. Charles congratulated Brian on being honored by the Boys and Girls Clubs of Central Wyoming.

2.Mike Pippas with APHIS addressed the board regarding pigeon control. He explained harvesting methods and encouraged the board to assist with notifying him of pigeon roosting areas. He said he has been working with the DDA for the past eight (8) years. Mike explained that pigeons have a continual nesting habit, which requires ongoing attention in order to control the population growth. Lou asked about reproductive patterns and consequences if Mike were to discontinue trapping. Mike responded that pigeons are prolific breeders who have multiple active nests at any given time. He said lack of control efforts would cause infill, though he couldn’t predict numbers.

**City Report:**

1. Liz introduced Josh Bake as the new Urban Renewal Manager for the City. She said Josh replaces Kale Prewitt and that he has been with the City in a different role for the past couple of years. Liz said Josh will be attending future DDA meetings.

2. Liz said they are working on the Midwest Avenue reconstruction project. Liz said it is a Phase 3 construction project and one of the steps is to meet with property owners to answer questions and address any concerns regarding design, easements and access, etc. prior to beginning the project in the Spring of 2014.

3. Liz introduced Scott, a summer intern with the City. She said he is a master’s degree candidate from Nebraska and is working on a planning project for the City along with grant preparation for the Midwest Avenue reconstruction project. Scott is also assisting Peggy Brooker on a historic preservation data base.

4. Charlie Powell told the board that the Council is addressing a support request for the Hogadon ski area. He said the Council is also reviewing their role in assisting non-profit enerprises with hope that they will develop a more systematic process. He said he looks forward to seeing the improvements unfold with the parking garage.

**Approval of July, 2013 Board Minutes**

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

**Financials – Brettnee Tromble**

**A) DDA**

Brettnee drew the board’s attention to the Worker’s Compensation line item, noting that the budgeted figure is low so as the year progresses, the Worker’s Compensation line will be over budget. She told the board that payment of the Galles Greenhouse planter invoice was reflected in July financials.

Brettnee reviewed August payments, highlighting the annual copier maintenance agreement and the final payment to the Wyoming Department of Transportation, noting that all other payments were in line with budget.

**B) Parking Garage**

Brettnee reviewed July operations, explaining to the board that the garage financials will be reported as a separate business.

Charles questioned whether the check for monthly rent to the City should be paid. He asked Renee to verify whether the payment was placed on hold until after the 90 day review payment per the contract with the City.

Louis asked Brettnee whether the July net figure was a true indicator of months to come. He said he would like to see more detail regarding income related to hourly, discounted, monthly, quarterly, semi-annual and annual tenant payments. Renee offered to make modifications to spreadsheet.

**Approval of July, 2013 DDA Financial Report**

***Motion, Second, Passed with Abstention by Brian Scott, Charles Walsh (Mike Stepp, Scott Murray)***

**Approval of July, 2013 Parking Garage Report**

***Motion, Second, Passed (Lisa Burridge, Louis Taubert)***

**Director’s Report**

1.Renee thanked Charlie Powell for his assistance with reinstating the ability to string banners across city streets. She said she will be working within City guidelines as she works to produce new banners.

2.Renee said the grant process for garage paint should be completed by mid-September with a painting deadline of October 31. She told the board that garage staff is working with City staff on prepping the walls. Existing parking signs will be removed by staff. Renee also said that murals for wayfinding signage and on exit walls is being researched. She said Dave Hough will be answering questions regarding budget and timelines. Louis suggested that signage be reduced in size, if possible.

3. The quarterly media campaign will continue into late summer and will feature the Wild West Photo Fest and the Downtown Wedding Walk.

4. Renee said that water for planters between Wolcott and Durbin Streets was inadvertently shut off. As a result, the City and Meadow Acres are in the process of cleaning and replanting in that area. Renee will find out why the NE corner planter, which was planted by a different greenhouse, still looks beautiful if it is on the same watering system.

5. Renee is working with the CACVB on 20 new banners that have been replaced due to a new logo.

6. Renee said the balloon festival was very successful and thanked board members who attended. She said that she is working with the City on a better communication system for future events. She also said that the evening was very well received, with two exceptions: stores not open and balloons not glowing.

Louis asked why this year’s Crazy Days/Festival was such a success and Renee told him that she felt there were several factors which included two events supporting each other, more strategic and collaborative marketing efforts and the community desire to have events in the downtown area. Brian echoed the large interest in balloons and the disappointment that balloons were not inflated versus a candle stick.

7. Renee told the board that a group has expressed interest in working with the DDA to develop an Irish festival for next August. Renee will continue to research feasibility.

8. Renee updated the board on the production of a sheep kiosk. She said that the original provider had misplaced the bid specifications and planned to provide and updated proposal.

**New Business**

There was no new business to report.

**Old Business**

***Parking Garage Update***

1. Amber told the board that cleaning efforts in the garage continue. The City has provided a power washer that will be utilized for ceilings, walls and floors. This will help to prep for painting.

2. Amber said the staff is performing well and is focused on contractual obligations as well as targeted items on the 90 day review list.

3. Amber presented uniform shirts for board knowledge.

4. Amber asked the board to offer comments on their draft of parking rules and regulations. She said that Scott Murray is reviewing the documents for accuracy and legality prior to publishing. Brian asked about a supporting ticket program and there was discussion regarding how to proceed. Amber asked for board comments prior to the end of the month.

5. Amber told the board the ticket machine on Center Street is out of commission and that she is in the process of having it fixed.

6. Charlie Powell asked Amber to confirm whether challenges with assigned parking for Wyoming Apartment tenants have been resolved. She confirmed they had.

7. Amber discussed occupancy percentages with the board.

8. Charles told the board that there is an evaluation process in progress to determine whether there is an opportunity for leasing spaces.

9. Louis asked about attendants watching television and playing cards when on the clock. He asked if there could be designated tasks for employees to be performing. Louis also noted customer service concerns with the female attendant.

10. Louis asked for an explanation of bank fees. Brettnee told the board that there are minimal fees associated with ACH availability. She said that there is a $25/month fee for the program, along with a fee for changing files. She said that the file was accidentally sent two times, last month, and a fee was charged. Going forward checks will be issued for departing tenants versus making file changes.

11. Charles inquired as to pro-rated monthly fees. The board discussed whether a credit should be issued in the event of a departure and Charles suggested that staff reach out to other garage management to determine their policy.

12. Staff was asked about how well they felt the garage transition is going. With few exceptions, there was agreement that the process was going smoothly.

***Strategic Plan***

1. Charles told the board that Brandon, Renee and he had met with Council to review the board adopted strategic plan. He said that Council had given directive to remove specificity with regard to targeted areas for housing, plazas, grocery stores, etc., along with removing all references to City involvement. Charles said that there were no additions to the plan. He asked for the board to allow the revised plan to go forward for Council approval.

**Motion to Approve Strategic Plan Revisions as Stated**

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

**Committee Reports**

1. **Executive Committee**  - Charles reported to the board that the committee had focused on the parking garage and discussed topics including the parking garage financials, marketing plan, operations which included draft rules and regulations, along with working with the City on overall planning and implementation of a painting schedule.

Charles said there was also discussion about the revised strategic plan.

2. **MARCOM** – Mike said the committee will present a short and long term marketing plan for downtown parking facilities at the next board meeting. The plan will also include rebranding the parking garage. Mike said committee members had met several times to work on various aspects of the plan. He said Lindsey Grant has been coordinating on behalf of the committee. Mike noted that there are several ancillary revenue opportunities that will also be included.

Mike said the committee had met with Brettnee regarding development of a TIF document that will be used for a presentation to the City Council.

Charles appealed to the board to invite individuals with a marketing background to contact Mike regarding joining MARCOM. Mike said that there is a need for someone with a graphic arts and overall marketing background that can support all of the creative work Lindsey is performing.

3. **Infrastructure Committee** – Renee updated the board on the recent Infrastructure Committee meeting. She said there were discussions about re-numbering the parking garage to accommodate larger vehicles. Charles asked for input as to whether larger vehicles should be charged a proportionately greater fee. Amber said that there is not a large number of oversized vehicles who utilize covered parking. She said two spaces would be lost in the reconfiguration process. Brian felt that there should not be an additional fee. He felt it would be a nice service to offer. Brian also voiced his concern that the fee structure could become overly complicated with very little return. The board concurred.

Renee said Infrastructure discussed a new booth design, along with the need to revisit signage. She said these issues will be discussed as a part of the 90 day review process with the City.

The committee will be reaching out to Dave Hough to discuss a timeline for the Center Street gateway project. She said there is the intent to apply for a grant from the Wyoming Business Council, which has an annual deadline of March 1, so Brandon will be asking for Dave to work with the committee on preparing necessary information as soon as possible.

City engineers, project electricians and representatives from MOOD will be meeting tomorrow to discuss conduit locations and feasibility for running additional wire in order to support a new satellite system. The group will also look at feasibility of moving the main equipment center from Wolford’s Shoes and into the office at the parking garage. MOOD is seeking answers in order to submit a bid to the committee.

Brian asked why there was a request for a mobile hot spot. He had a concern that it would invite loitering. Other board members agreed. Charlie noted that there is an agreement with the City and Mountain West Telephone to provide connectivity throughout the downtown area in the coming months.

4. **Finance Committee** - Brettnee provided the board with a draft of MARCOM’s TIF one sheet. She said she will be reviewing for content and working with MARCOM on a finalized version. Brettnee said she will use the information for working with the Council and for introducing the concept to the general public. There was discussion about using the term “market driven funding” versus “tax increment financing” and it was agreed that market driven funding would be the preferred term for explaining the process. A reference to TIF would be included in parenthesis. Renee agreed and will make certain materials are reflective.

Brettnee continues her efforts to reach Missoula to discuss their public plaza funding and business model. She said they have incorporated a program that utilizes summer interns for events. She also said that Missoula used a TIF for financing and she continues to research the possibility of using a similar funding option for a plaza within the DDA. Charles thanked Brettnee and encouraged that she continue her research. He noted that there is not a specific area targeted for the plaza, as yet. There was further clarification as to property tax versus sales tax TIF and proposed uses for both.

5. **Governance** – Scott had nothing to report.

**Motion to Adjourn**

***Motion provided (Brian Scott, Lisa Burridge)***

There being no further business, the meeting was adjourned at 1:15pm.

**Action Items:**

1. Contact garage management in other locations to determine refund pro-rate policy.
2. Contact Mountain West Telephone to determine overall range of downtown WIFI.
3. Distribute reminder to board to review and submit comments on garage rules/regulations.
4. Ascertain whether contract excuses monthly garage payment to City for first 90 days prior to issuing check.
5. MARCOM to finalize TIF document for final approval from Finance Committee.
6. Parking facility spreadsheet to be adjusted to reflect hourly, discounted, monthly, quarterly, semi-annual and annual payments. New spreadsheet to be distributed to board for review as soon as possible. Detail will be attached.
7. Amber to work with Brandon to determine ticketing guidelines for the garage.
8. Amber to address employee duties and customer service issues with garage staff.

Approved by:

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

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