

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

March 14, 2012

Present: Peggy Brooker, Cathy Carson, Brettnee Tromble, Liz Becher, Charles Walsh, Sona Rummel, Mike Stepp, Brian Scott

Public Comments: Peggy welcomed Kelly Byer with the Casper Star Tribune.

Excused: Randy Pryde, Kate Sarosy, Brandon Daigle, Dick Munroe

Call to Order: Chair Peggy Brooker called the March 14 meeting to order at 11:35am.

I. City Report:

Liz Becher -Liz told the board that Kate Sarosy was in Washington, D.C. for the National League of Cities conference where she was meeting with our Wyoming delegates. Liz praised the work that has been done in the area of grant funding and general municipality needs and complimented Kate's efforts.

Liz said that the city has hired a new community development director, Bobbi Pettit from Kearney, Nebraska. Bobbi will begin her new position in May. Liz said that the city staff was overwhelmed with her knowledge and energy. She noted that even though Bobbi is young, she has a great background and has been very involved with Main Street programs. Bobbi has already spent a lot of time in Casper and has met with developers from around the community and has stated that she has a passion for downtown.

Liz attended the Rocky Mountain Urban Leadership Symposium in Denver, recently. She told the board that it was a great event and that she had given John Patterson a lot of positive feedback when she returned to Casper. The event was very affordable because they were able to attract major sponsors. Liz also encouraged that Renee attend, next year. She remarked that networking opportunities were great, although there were very few Wyomingites in attendance. Utah, New Mexico, Arizona, Wyoming and Colorado were represented.

Liz updated the board regarding the Crandall & Arambula strategic planning process. Overall, there were 150 people in attendance at their recent fact finding meetings. There has been a lot of great and continuing input from the community. Liz told the board there are six major projects that C&A are thinking about: a conference center, library, civic auditorium, public square, grocery store and a parking structure. Next week, there will be a session to visit with stakeholders and organizations for the purpose of taking a look at preliminary information and determining how to align the six projects on a map. Liz said communication has been far better than with other consultants and she has been impressed with the depth of who they are talking to. For example, the fire chief, Gary Clough, the city engineer. There are a few pockets of information missing and that is one of the reasons they are returning on the 22nd.

Liz said that she did hear that library task force will make a recommendation to go forward with a new building. Brian Scott said that he sits on the committee and that he feels a disconnect between the task force direction and the strategic planning process. He shared his concerns that there needs to be more

collaboration between the library task force, the city and DDA. Brian stressed the importance of visiting with Bill Nelson to make certain he recognizes the need to work together. Brian asked for Renee to be present at the next task force meeting. Liz told the board that the library has been invited to a special meeting that will take place with Crandall @ Arambula, next Thursday. She echoed Brian's concerns about how important the library is to the overall process.

Approval of February, 2012 Board Minutes

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

Financials - Brettnee reviewed February financials with the board. She noted that we are two thirds of the way through the year and that Administration is at 66.8%, Operations is at 58.6% and Marketing/Communications is at 31.74% of budget. Brettnee said that the budget reflects a \$27,300 surplus compared to projected \$8,400 but noted that there are still budgeted expenditures in the coming months.

Brettnee reviewed March payments and drew attention to a \$5,000 check to Larry Middaugh for sidewalk improvements. Brettnee also detailed a \$1,500 deposit to Joe Minicozzi for his upcoming April 26, 27 presentations. Brettnee told the board she is finalizing a location for luncheon and evening presentations and will notify them when details are solidified. She also explained the expense reimbursements for Dick Munroe's Denver Urban Symposium trip. She noted Ted Grooms was reimbursed for his trip expenses, last month. Director salary increases are being reviewed for accuracy prior to issuing checks.

Approval of February, 2012 Financial Report

Motion, Second, Passed (Cathy Carson, Mike Stepp)

Approval of March, 2012 Payments

Motion, Second, Passed with One Abstention on Town Square Media from Brian Scott (Cathy Carson, Mike Stepp)

Director's Report - Renee discussed stakeholder visits. She also mentioned ongoing meetings with the DCBA president. The board was given an update on the overall banner process. Renee told them that the request for banner hangings was submitted to the City for their consideration and approval. She said that the Rocky Mountain Power request for 40 banners had created challenges since there are only 81 total poles. Renee also told the board she is working on the planter floral vendors for 2012. The board encouraged that Meadow Acres, Galles Greenhouse, Johnny Appleseed and Wyoming Plant Company be asked to submit bids. Renee thanked Liz Becher for the opportunity to be able to participate with the strategic planning process.

New Business - Brettnee talked to the board regarding the upcoming budget process. She requested that individual committees submit their proposed budgets by April 2nd. Brettnee will work with Jesse Helm and the executive committee on the operations budget prior to the April 11 board meeting. Renee is to contact Tom Doyle to obtain tax revenue forecasts for the coming year.

Old Business - Covered with Liz' report.

Committee Reports

A) Executive Committee - Nothing further to report.

B) Finance Committee - Brettnee will email minutes to the board. The committee met with Kim Rightmer, the Wyoming Business Council representative. Per Brettnee's request, Kim has provided information on a recent Buffalo public restroom/plaza project to the committee for review. Kim reminded the group that they should have a project defined prior to seeking funding. Brettnee will be contacting the Billings DDA to schedule a conference call regarding their funding sources. Renee asked that Brettnee work with her on meeting with Liz and John Patterson regarding funding and collaborations as the strategic plan is implemented. Brettnee outlined finance stretch goals for Renee to the board.

C) Infrastructure Committee - None to be reported

D) MARCOM Committee - Mike talked to the board about Charlotte Kinner of Dancing Sheep Yarn and the recognition she received for her cancer efforts. Charlotte will be receiving a \$25.00 "atta boy", along with a congratulatory letter.

The Wedding Walk ask was discussed with Mike expressing the marketing committee's support of the event. Mike told the board that he felt downtown merchants benefit from the exposure this event affords.

The Harmony, Hops and Hope (American Cancer Society) ask was also discussed. Mike told the board that the event will take place on Second Street between Center and David. He said they are asking for \$720 to be used for police security. Brian Scott wondered why the group had not asked the City for community promotions funds and Liz said she had encouraged them to do so. After discussion, it was determined that the event should be supported with a motion for \$500. Brian encouraged that they be encouraged apply for community promotions funding, going forward.

Mike reviewed the television media campaign that is ready to launch. Charles had questions about DCBA interaction and the packages that local media are offering. He had concerns about the DDA not taking full credit for the campaign and Renee explained that she had met with the DCBA president about the campaign and would be sending out a DDA letter of support to accompany the packages after all of the media have submitted them. Mike told the board funding will be coming out of the media marketing budget .

Approval of 2012 Wedding Walk Sponsorship - \$500

Motion, Second, Approved with One Abstention from Charles Walsh (Brian Scott, Brettnee Tromble)

Approval of 2012 Harmony, Hops and Hope Sponsorship - \$500

Motion, Second, Approved (Brian Scott, Brettnee Tromble)

E) Governance Committee - Cathy asked for a vote on proposed bylaw changes that were introduced at the last meeting.

Approval of Proposed Bylaw Changes

Motion, Second, Passed (Cathy Carson, Brian Scott)

Cathy told the board that Governance will be undertaking a large project to work on operating procedures, award guidelines, budgeting and asked for other board members to assist. She asked for anyone who belongs to boards or committees to share their operating processes or procedures with her. Cathy stressed the importance of a selection committee to identify new members for the board so those whose terms are expiring can be replaced in a timely manner. Mike, Brian and Charles offered to assist with the project. Charles said that he doesn't understand why the board doesn't have a pre-approved candidate pool to submit to the city for approval. Liz suggested that potential board members have the ability to attend board and committee meetings. Cathy said there will be a selection process for new board members. She reminded the board that last year's candidates submitted a letter of interest and a resume prior to being interviewed by the board. Recommendations were sent to the mayor, along with the list of candidates. Cathy also noted that Bill Luben, the city attorney, had noted new board members may not be appointed until a vacancy occurs. Cathy said she and Kate will be moving forward as quickly as possible and will let everyone know.

Motion to Adjourn

Motion, Second, Passed (Brettnee Tromble, Brian Scott)

There being no further business the meeting was adjourned at 12:46pm.

Approved by:

Secretary's Signature _____/Date: _____

Board Member's Signature _____/Date: _____