

Downtown Development Authority

Board Meeting Minutes

December 11, 2013

Present: Charles Walsh, Brian Scott Gamroth, Brettnee Tromble, Brandon Daigle, John Johnson, Louis Taubert, Lisa Burrige, Sona Rummel, Charlie Powell, Scott Murry, Liz Becher, Josh Bake

Excused: Mike Stepp

Call to Order: Chair Charles Walsh called the December 11 meeting to order at 11:33am.

- **Public Comments:** Danny Weber with CEPI, talked to the board about the elimination of the one-way street pairs: Durbin and Wolcott. He provided a presentation about the history of the one-way pairs, and the reasoning as to why they should be eliminated. Mr. Weber wants the DDA board to take the elimination of the one-way pairs on as one of its projects next year. Brian asked about the cost of eliminating one-way pairs and where the money for this project was coming from. He also described his reasoning for not supporting this action. John asked a question about parking on Wolcott St. and how people are supposed to park. Charles suggested that the Infrastructure Committee pull the City Proposal, accomplished by Gary Clough (City), that presents an approach, budget, and solution. Board decided to revisit study in January 2014 through the Infrastructure Committee.
- Chis Wolford with the DCBA read an open letter to the board about the desire for continued partnership with the DCBA and hopes that the board and the new DDA Director will continue to help the downtown merchants with their promotions and events.

City Report

Josh Bake-

- The City of Casper's \$1M Grant was recommended for approval by the Wyoming Business Council during its meeting last Thursday. The funds are to finish the rest of West Yellowstone down to Poplar and Walnut down to Midwest. It now goes to the SLIB board in January 2014 for final approval.
- Old Yellowstone Advisory Committee increased by two more members. New member's names have been submitted to city council for final approval on the 12/17/2013.

Liz Becher-

- The Urban Renewal Division is to assist the DDA with promotions of the downtown area as well as the OYD.
- Dave Hough also is to assist the DDA with the restroom project and community branding.
- Constance Lake is to assist DDA with information and data with GIS and Data Smart.

- Asked that the DDA and MARCOM partner with Josh Bake to include not only the DDA but the OYD as well to promote marking in both the DDA and OYD. This request was referred to Mike Stepp, Chairman of the DDA MARCOM Committee for action.

Charlie Powell-

- Had nothing to report to DDA.

Approval of November, 2013 Board Minutes

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

Financials – Brettnee Tromble

- DDA is on target for the current fiscal year. Operating expenses are at 25% of budget and are and are managing according to plan. Received \$30K assessments check in November. DDA is at 23% of projected revenue for current fiscal year. December check detail includes a check to 12-24 Club for First Night sponsorship, Western Signs for banners for the garage to promote free hourly parking.
- Parking Facilities has invoiced City for labor and equipment lines for the painting project. December Check detail includes normal monthly expenses (i.e. payroll, utilities, etc.)

Approval of November, 2013 DDA Financial Report

Motion, Second, Passed (Lisa Burrridge, Louis Taubert)

Approval of November, 2013 Parking Facilities Financial Report

Motion, Second, Passed (Lisa Burrridge, Louis Taubert)

Director's Report – Renee Penton-Jones

- Worked with Dave Hough, City of Casper, on the Finalization of Parking Facilities signage.
- Painting has been deferred until spring 2014.
- Referred Bonus suggestion for staff in the parking facility to the Executive Committed for action.
- Initiated discussion with the Chamber of Commerce about the Center St gate way project

Garage Manager Report – Amber Roberts

- Painting is done for the year; the exit booth will be completed next year. We are working with Dave Hough on supplies for garage. Liz Becher asked if the parking facilities were getting appropriate responses from the City of Casper's facility team.

Committee Reports –

A) Executive Committee – Charles Walsh

- Executive Directors discussion deferred until Board Executive Session

B) MARCOM Committee – Renee Penton-Jones

- Working on Hourly Sponsorships budget. They should have budget for January's board meeting.

C) Finance – Brettnee Tromble

- Request from board to get with Janet Cornish to return a bid and scope of work to assist with the formation of a Sales Tax Increment Financing plan.

D) Infrastructure – Brandon Daigle

- Submitted a grant to Rocky Mountain Power for seeking grant \$\$\$ to seed the gate way project. They could not give to DDA because we are not a non-profit. They were asked to give to the city and then have it incorporated into the DDA Gateway Project. Met with Rick Bonander, Casper Chamber Beautification Committee, to get ideas on how to put the gateway project together. The Infrastructure Committee will continue to work on scope and budget for the project over the next couple months.
- Randy Hein with Hein/Bond is the Architectural Firm designing the public restroom. Design is anticipated to be completed in January 2014, with construction anticipated to be complete by May 2014.

E) Governance – Scott Murry

- Included in the packet is the Statement of investment policy, as discussed in the last board meeting. It was updated to conform to state statutes. Wants the DDA to approve Statement of Investment policy as written.

Approval of Statement of Investment policy

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

Action Items

1. Infrastructure to revisit City of Casper (Gary Clough) study on one-way to two-way streets and bring it to board in January 2014.
2. Mike Stepp to get with Josh Bake to evaluate joint OYD and Downtown co-marketing.
3. Renee Penton-Jones to get with Renee Vito to see if they want to cash \$500 check
4. Brettnee Tromble to pursue a bid for a Sale Tax TIF Consultant.

Motion to Move to Executive Session at 12:30pm.

Motion, Second, (John Johnson/Brandon Daigle)

Motion to Adjourn

Motion, Second, (Lisa Burrridge/Louis Taubert)

The meeting was adjourned at 1:00pm.

Approved by:

Secretary's Signature: _____/Date: _____

Board Member's Signature: _____/Date: _____