**Downtown Development Authority**

**Board Meeting Minutes**

**May 8, 2013**

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

**Excused:** John Johnson, Bill McDowell

**Call to Order:** Chair Charles Walsh called the May 8, 2013 meeting to order at 11:35a.

**Public Comments:** There were no public comments.

**City Report**:

1. Liz Becher announced the City’s pending sale to a Starbuck’s franchise at the intersection of E and Center Street. She said it will be a drive-up/walk-up store and a perfect anchor for the gateway to downtown. Liz said the anticipated opening will be September 1, 2013. She said there is also a second retail outlet planned for the location. Liz reminded the board of the OYD awards ceremony which is scheduled for May 13 and encouraged that they respond to Kale Prewitt if they are planning to attend. She noted that Charles will be honored at the event beginning at 3:30 with a social hour prior to the ceremony.
2. Liz said the Star Apts. will be shut down as of May 9, 2013. She said there are serious code issues with the building. Liz reported that the City is interested in seeing the building brought up to code and still used for affordable housing. Charlie Powell said the city council is very concerned about the lack of affordable housing in Casper. Brian asked Liz about upcoming affordable housing meetings. She said she has been participating in state meetings and will be following up with a City meeting to discuss the possibility of applying for federal funds to assist with the need for affordable housing in Casper.
3. Liz spoke about the summer parade route and said that she is delighted to see the old route return. Brandon asked for clarification on a Shrine Bowl Parade. Brian said the parade is planned for downtown on the morning of June 8 with a pancake breakfast in City Park to honor Shrine Bowl and CNFR participants.

**Approval of April, 2013 Board Minutes**

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

**Financials – Brettnee Tromble**

1. Brettnee reviewed year-to-date financials, noting that overall expenses are at approximately 67% of budget while total revenue is at 63%. Brettnee felt the numbers are in line for the year. Brettnee said the May check run reflected a reimbursement for graffiti abatement, along with Renee’s expenses for her Main Street trip and flower seeds for a Mother’s and Father’s Day seed promotion and a $25 “atta boy” for Peggy Brooker’s contributions to the committees she belongs to.
2. Charles noted that the executive committee was slightly concerned about lack of visibility tax revenues due from the County for current year.

**Approval of March, 2013 Financial Report**

***Motion, Second, Passed (Lou Taubert, Mike Stepp)***

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

1. Renee told the board that the Wyoming Business Council had given a preliminary verbal approval to the grant application for the parking garage and public restrooms.
2. Renee said she will be filing a written report on her Main Street Trip, along with a report from a related meeting with Wyoming Business Council COO, Mark Willis and Charles Walsh to discuss the business case for joining the Wyoming Main Street program.
3. Renee thanked Charles for setting up a meeting with Dan Senftner with Destination Rapid City while she was on at the Main Street Conference. She also thanked Charles for arranging a meeting between Dan and the board while he was on his way through Casper, recently, stating that Dan’s experience and successes with Rapid City downtown development were of great interest and value.
4. Renee shared an invitation for the board to attend a May 16 reception hosted by the Ramada Plaza. She said hotel property owners and management are scheduled to be in attendance.
5. A sympathy card was sent to the Fabio’s for the loss of their father. Birthday greetings were shared with Charles and Lisa.

**New Business**

1. Charles gave an overview of the parking garage RFP. He said the executive committee had diligently focused on responding with final touches to be applied. He said the philosophy and approach of the proposal offer strategies that have not been in place over the past 13 years.
2. Lou said he felt the proposal was well written and didn’t know why the City wouldn’t want to make a change. He did express he wasn’t certain whether the DDA would want to take on a parking garage for management when there may be better uses of board and staff time, i.e., gateways, recruiting, etc.
3. Renee thanked the board for their efforts, stressing that their contributions a new perspective
4. Brandon said he felt that the ability to properly market and operate the parking garage while establishing the downtown brand would help our constituents to better operate. He said the ability to cross pollinate marketing and work with building owners and tenants will help to effect collective buy-in. He said he felt the garage had not been properly promoted as an amenity to the downtown or community.
5. Charles said that while the DDA is not in the parking garage business, the DDA is in the business of supporting our constituents. Successful, long term merchants in the downtown would help our constituents. He said that there does not appear to be any effort to market the garage by current management or to drive business to downtown versus what would be a laser focus mission by the DDA. Charles agreed with Lou that managing parking facilities was not in our recent past core mission; however, of a qualified 3rd party parking Management Company submitting a proposal, the DDA is more qualified than the city and the Chamber.
6. Mike said that he was initially opposed to the concept but has changed his mind. He said he feels that marketing the garage as an asset with proper management would be beneficial.
7. Lou asked Liz Becher why the Wyoming Apartment tenants are entitled to free parking. Liz indicated that Grimshaw Investments had to satisfy a municipal participation match obligation from WCDA when renovating the Wyoming Apartments Building. She said it was a 10 year commitment. Louis also asked Liz whether the City is satisfied with financial reporting from current parking garage management. Liz said that the City is working on the reporting system.
8. Brian thanked everyone who had worked on the proposal, singling out Brandon for the operations segment.
9. Lisa asked Liz about the City’s perspective on a public plaza in the core. Liz said she wasn’t certain whether the council had been informed of a plan. Liz said that city administration is very supportive. She said that Renee had asked for and been granted a 90 day time frame in order to prepare a solid presentation. Brian asked Liz how a core plaza would affect a proposed plaza in the OYD. Liz said she absolutely felt there was room for multiple areas. She said the OYD town square would not compete with a public plaza. Lisa asked, based upon funding, whether the public plaza would be a priority. Liz said her priority in the OYD is to have Midwest Street reconstructed with a town square as an offshoot. She also mentioned the possibility of utilizing TIF funding. Brettnee said she didn’t feel a property tax TIF would work as a funding mechanism for the plaza. Brettnee said a sales tax TIF would be a good source for operational funds. She said she would be looking for alternative sources and asked for contact information for Dan Senftner in Rapid City. Renee told the board that Liz had been supportive with DDA efforts to find funding sources for downtown projects.

**Motion to Approve and Move Forward with Downtown Parking Management Proposal**

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

**Old Business**

Charles reminded the board that the strategic offsite was dominated by the hotel and downtown conference center with a list of other items the board wants to achieve. He said that action plans have taken a temporary deferment to the board’s focus on the downtown parking RFP. He said the executive team will be reevaluating and realigning tasks for assignment. Suggestions will be presented to the board at its June board meeting.

1. **Executive Committee –** Brian reviewed highlights of the meeting. He said Brettnee discussed progress with TIF, anticipating that it will be ready to present to the city council by late summer. Brian also said the committee had discussed the possibility of a public plaza in the downtown core. He said the executive committee had reviewed the parking RFP and that they spent some time discussing Main Street. He said the committee looks forward to more information in order to look at Main Street as a priority. Brandon said the 2013-2014 budget will be ready for review at the June board meeting.
2. **Finance Committee -** Brettnee discussed the budget process. Brettnee and Charles explained to the board that the County Treasurer’s office should be finalizing their numbers by the end of May, which directly affects revenue projections. Brettnee said she had received committee budget input and will have the draft budget ready for review in June. Brettnee said she has the TIF educational document ready and has turned it over to the marketing committee for design. Brettnee said she would like to present the finished document to the board in an effort to establish talking points. She would also like to present it to individual city council members prior to presenting at a council session. Brettnee thanked Brandon for his assistance with the financial portion of the parking RFP.
3. **Infrastructure Committee –** Brandon followed up with the board on April’s Infrastructure meeting. He said that CEPI had provided an in-kind survey of the proposed Center Street gateway project, thanks to Lisa Burridge. Brandon said he will send results to Dave Hough for his review. He said the next Infrastructure meeting will be devoted to the process for utilization of grant funds for the parking garage and public restroom projects. Brandon said the committee will also be discussing a public plaza and strategic plan action items, such as retail recruitment. Brandon told the board he will be meeting with Audiomatrix regarding downtown sound and future options. Brandon said he will be determining feasibility of marketing via the system.
4. **MARCOM Committee–** Mike said the committee will continue to issue the newsletter on a quarterly basis. He said the next generation of the downtown city map will be coordinated and designed in cooperation with Zac Pullen. He said the committee also worked on the marketing portion of the garage RFP. Mike told the board the spring marketing campaign has been very successful and will run through June. He said the campaign is a mixed media effort. Mike said his committee is working on collateral for the upcoming mill levy and asked the board for input on campaign design. Charles requested a formal timeline and Mike told him it would be presented at the June board meeting. There was discussion about the mill levy election and proper procedure with Charles noting the importance of working with property owners on the education process. Mike told the board the Farmer’s Market sponsorship recommendation would be presented to the board in June as there were more questions from the marketing committee. He recommended that the board sponsor NicFest in the amount of $1,500.

**Motion to Approve $1,500 NicFest Sponsorship**

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

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

**Action Items:**

1. Renee to provide contact information for Dan Senftner to introduce Brettnee.
2. Executive Committee to reassess strategic plan action items.
3. MARCOM to prepare timeline for mill levy election campaign.
4. MARCOM to prepare draft TIF education paper.
5. Governance to have introductory meeting.
6. Executive committee to meet to formulate a strategy and form a Plaza Committee.

**Motion to Adjourn**

***Motion provided (Brandon Daigle, Mike Stepp)***

There being no further business the meeting was adjourned at12:41pm.

Approved by:

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

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