

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

April 11, 2012

Present: Peggy Brooker, Cathy Carson, Brettnee Tromble, Liz Becher, Charles Walsh, Sona Rummel, Mike Stepp, Dick Munroe, Randy Pryde

Public Comments: Paul Meyer from the City Council joined the meeting as an observer.

Excused: Brian Scott

Call to Order: Chair Peggy Brooker called the April 11 meeting to order at 11:36am.

I. City Report:

Kate Sarosy - Kate told the group that Liz' position as Urban Renewal Coordinator will be posted in the coming week and that person will become the City Liaison to the DDA Board. As new Community Development Director, Liz has retained the goal of overseeing land use and design recommendations and is committed to facilitating implementation of the downtown strategic plan. Kate said that Craig Collins will probably assist Liz with the project. Kate noted that Liz sent thanks to Renee for assisting with lunch preparations for the recent Crandall and Arambula meetings. She talked about the previous evening's discussions regarding the conference center and said they were very positive and informative with Council still reviewing. Randy asked Kate about Randy Hall's presence and what his group had to say. Kate referred to Dick Bratton and noted he said we need to think big and outside of the box. Charles said Randy Hall focused on the challenge of attracting national brands to Casper. Charles said that Randy was soft on a specific location for the conference center. Kate said that Charles and Peggy also addressed the group. Peggy said that the purpose of the meeting was to give Crandall & Arambula direction so they could go forward and asked Kate if there was a timeline. Charles mentioned to Kate that it would have been better if each speaker had a timeline. Kate said she would let everyone know at the city.

Approval of March, 2012 Board Minutes

Motion, Second, Passed (Cathy Carson, Charles Walsh)

Financials - Brettnee reviewed March financials with the board. She noted that we are entering in to the final quarter of the year Administration is at 76.14%, Operations is at 62.58% and Marketing/Communications is at 36.16% of budget. She said overall operations is at 57.50% with revenues at 66.55%. She said that a large payment is still due from the treasurer's office and that projected revenue is sitting at 65.08%.

Brettnee went over March payments, singling out a \$132,230 check to the City of Casper for the DDA's portion of the Center and Wolcott Streets lighting project. Specific attention was paid to Chamber dues, television ads and an invoice from Oil City Printers for invitations and the newsletter.

Approval of February, 2012 Financial Report

Motion, Second, Passed (Randy Pryde, Kate Sarosy)

Approval of March, 2012 Payments

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

Director's Report - Renee talked to the board about her luncheon meeting with Kenyne Schlager and Peggy Brooker. She told the board that financing was the main topic of discussion and that Kenyne was receptive to various forms of revenue options, including TIF and one cent funds. Renee said that a meeting with John Patterson and Liz Becher was scheduled and told Kenyne there would be follow up with her and the council after the strategic plan was in place.

New Business - Peggy asked the board whether they had questions about the previous evening's meeting with City Council. She reviewed the five options for a conference center location. Brettnee questioned size issues and Randy said there were also cost and financing concerns. Charles told the board that he hoped Council would remember that the recommended acreage from SAG (the conference center consultants) was 2.5 acres with Crandall & Arambula stating it should be doubled. He said that Norender, the hotelier who proposes to build on the Amoco re-use site, was stating he would need 15 acres but that was only for his purposes. Mike talked about the lack of retail at the Amoco re-use location and Randy spoke about Norender's agenda playing a large role in his presentation. Paul Meyer told the board that it is important to listen to everyone's opinions because there is hope that interest will remain after a site is selected. Renee talked about her recent experience in Baltimore with a conference center located a distance away from the retail area and how inconvenient it was to be able to eat and shop. She also told the board that she appreciated Charles talking to the Council about vision and long term solutions with regard to conference center placement. Dick asked Kate to tell Liz he has listed the vacant Goodstein lots. He said he had been playing telephone tag with John Patterson. Dick said all calls regarding the property were to go through him, directly. Kate told him she would pass on the information.

Old Business - Brettnee thanked committees for submitting their budgets and told the board that the executive committee is working on the overall budget. There was discussion about MARCOM and Infrastructure line items. Brettnee said that the biggest issue the executive committee had was with regard to the percentage of the budget dedicated to sponsorships. She said their opinion was that the DDA needs to move away from being a sponsorship entity. She said they would like to see the DDA take on a more developmental role in the future. Mike said he was in favor of providing seed capital with a phase-out plan in place. He said events should become self-sustaining. He said the criteria would be revised. Mike also suggested that media dollars which were earmarked for DCBA marketing be controlled by the DDA. Kate asked Mike for clarification about existing sponsorships. Charles asked that changes in sponsorships be publicized with previous recipients notified. Brandon asked about grants for development and Renee said she would visit with John and Liz about legalities. Brettnee and Brandon both spoke to the expense of infrastructure requirements and the hope that solutions can be addressed by the DDA. Charles said that the board needs to consider those goals when developing the budget. He

said incentivizing needs to be addressed. He also said that he felt there are alternate ways to obtain grant money and stay within state statutes. Charles talked about local foundations that could be approached for various projects. Peggy said the county assessor's office should have an idea about tax assessments for 2012/2013 by April 17. She cautioned not to expect an increase in tax revenues. Peggy reminded the board about the upcoming Joe Minicozzi visit and presentations. She went over details of his trip and encouraged board members to attend one or both sessions on April 26 and 27.

Committee Reports

A) Executive Committee - Nothing further to report.

B) Finance Committee - Working on the budget. Brettnee is still working with the Billings DDA to schedule a conference call regarding their funding sources, etc.

C) Infrastructure Committee - Charles told the board that Brian accepted responsibility to be the board chair. He said Dick shared his trip report with the committee. The group talked about the importance of discovery trips to Ft. Collins, Buffalo, Billings and other areas. There was discussion about a capital budget that will continue the sidewalk program and other earmarked projects. Renee talked to the board about Wyoming Main Street. Brandon asked for clarification as to why Casper isn't a participant and there was discussion about program history and the many obstacles that would need to be overcome. Renee will follow up with Kim Rightmer to determine whether funding for communities who don't participate in Main Street will be stripped of funding options from the Wyoming Business Council.

D) MARCOM Committee - The board talked about the success of the current television campaign. There was general approval. Mike asked the board to consider a \$1,000 request from the DCBA for their Spring events campaign. It was determined that the DDA would support sponsorship with the contingency that it be tied to the ongoing DDA campaign. MARCOM/ Renee would oversee campaign development and implementation. DDA would invoice the DCBA for their \$1,000 commitment. Mike and Renee will speak with Garry Yake, DCBA President, about the sponsorship criteria. Mike said the radio campaign is still in progress.

Peggy told the board that historic banner production is moving forward. She said that there will be approximately 15 banners featuring a variety of historic prints. Production for each will be \$130.00.

Approval of 2012 Sponsorship for DCBA Spring Events Campaign with Contingencies

Motion, Second, Passed(Mike Stepp, Randy Pride)

E) Governance Committee - Cathy presented a mission and vision statement for board approval. There was discussion about stated timeframes and wording, with a few changes noted.

Approval of Mission and Vision Statement with Revisions

Motion, Second, Passed (Brettnee Tromble/Kate Sarosy)

Cathy introduced a new process for recruitment, selection and orientation of new board members. She handed out a board application form with a cover letter. Cathy reviewed the overall process with the

board. She showed the members a matrix comprised of existing board members. Cathy asked for questions and comments. Brettnee asked for clarification of a planning retreat along with the employee matrix and Cathy explained the intended purpose of each. Charles talked about the importance of adding board members who bring certain qualities to the table and Randy cautioned about using a cookie cutter approach. Peggy suggested that experts in their field who apply but are not appointed to the board could be added to committees. Brandon agreed with Peggy, adding that it would also cut down on time commitments.

Approval of Recruitment, Selection and Orientation Process with Revisions

Motion, Second, Passed (Brettnee Tromble, Mike Stepp)

Cathy recommended that the board conduct an interim 6 month review for Renee on or before June 30 with further reviews taking place by July 1 of each year. Cathy also asked the board to consider that the committees submit one combined stretch goal for Renee that will be beneficial for everyone. She reviewed the reasoning behind the decision. She also noted that the stretch goal will be finalized after a finalized strategic plan is presented and accepted by Council.

Approval of 6 Month Interim Review and Future July 1 Reviews, Along With An Annual Committee

Unified Stretch Goal for the Executive Director

Motion, Second, Passed (Brettnee Tromble, Mike Stepp)

Motion to Adjourn

Motion, Second, Passed (Randy Pryde, Brandon Daigle)

There being no further business the meeting was adjourned at 1:20pm..

Approved by:

Secretary's Signature _____/Date: _____

Board Member's Signature _____/Date: _____