

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

June 13, 2012

Present: Peggy Brooker, Cathy Carson, Brettnee Tromble, Kate Sarosy, Charles Walsh, Sona Rummel, Mike Stepp, Dick Munroe, Randy Pryde, Brian Scott, Liz Becher, Kale Prewitt, Bill McDowell

Excused: Brandon Daigle

Call to Order: Chair Peggy Brooker called the June 13 meeting to order at 11:28am.

Public Comments: Peggy introduced the Honorable Bill McDowell, a newly appointed DDA representative from the Natrona County Commission. Bill expressed his pleasure to be a part of the board, citing the fact that the county has property interests within the DDA.

Peggy also introduced Sergeant Pete Abrams with the Casper Police Department traffic control division, along with parking control officer Randy Butler. Pete talked to the board about stepped up enforcement patrols, especially along Second Street. He emphasized building a driving culture that is aware and abides by posted speeds. Kate told the board that the Council had just approved investing in a car per officer program. She said the intent is to increase police presence, deter crime, along with increasing vehicle efficiency. Brian thanked Pete for stepped up overnight patrols and invited officers to join him at 4am on the downtown streets, anytime.

I. City Report:

Liz Becher - Liz introduced Kale Prewitt to the board. Kale was hired to replace Liz in her previous position as Urban Renewal Manager and he will act as the City liaison to the DDA, going forward. Liz said Kale is completely engaged in the downtown strategic plan and will be working with the DDA, going forward. Liz said the OYD advisory redevelopment awards were handed out on May 21. She thanked Randy for hosting the ceremony, along with Charles and Renee for attending. Liz noted that the DDA was honored with a good neighbor award for their partnership on the Minicozzi study and on events and festivals in the downtown area. Liz also thanked members of the board for attending the most recent Crandall & Arambula sessions for the downtown strategic plan. She said there was good attendance at all of the sessions with a variety of feedback from all groups. Liz said the final document will be presented to the city council for approval.

Charles asked Liz to comment on the overall tone of attendees to the Crandall & Arambula meetings. Liz said that she felt the outreach efforts for this plan were greater than in the past, which has evoked greater input. She said that the overall participation was pleasing to the city. Liz said that the visuals were somewhat overwhelming and even fearful to some. She cited the straightening of Second Street as an example. Liz spoke to how Crandall & Arambula offered multi-faceted solutions to specific tasks. She used "retail, retail, retail" for an example, noting that they introduced ideas of increasing foot traffic and bicycles, along with more store-front visibility as achievable options to increase retail exposure. She said that their implementation strategies are very thorough and will help to ensure that the final

document won't be placed on a shelf. Liz said that the DDA will have specific responsibilities as a part of the process.

Kate Sarosy - Kate talked to the board about how busy the council has been with the smoking ban ordinance. She said the final reading would be in the coming week. She also said that the community wide strategic planning process is ongoing and Council looks forward seeing action plans.

Approval of May, 2012 Board Minutes

Motion, Second, Passed (Cathy Carson, Randy Pryde)

Financials - Brettnee reviewed May financials with the board. She noted that a tax check for \$38,622 had been deposited, placing revenues at approximately 100.2% of budget.

Brettnee also reviewed June's check run. She pointed out sponsorships for NicFest and Casper Firefighters, along with a payment to Ayres for recognition awards. Payments for banners and accounting fees for establishing a worker's compensation account were discussed.

Approval of May, 2012 Financial Report

Motion, Second, Passed (Randy Pryde, Dick Munroe)

Approval of June, 2012 Payments

Motion, Second, Passed with Brian Scott's Abstention on Town Square Media (Randy Pryde, Dick Munro)

Director's Report – Renee mentioned to the board that the upcoming strategic plan would recommend that Casper take necessary steps to become a Main Street. Renee asked the board for permission to invite Mary Randolph, the executive director for Wyoming Main Streets to come to Casper and address the board. She said she would also like for John Patterson to attend. Renee stressed that changes at the state level could have a negative effect on the DDA's ability to obtain funding without a Main Street designation. Peggy talked about recent legislative changes which restrict state funded architectural grants. There was further discussion regarding program requirements, all of which resulted in the board asking Renee to proceed with scheduling a meeting. Brian Scott offered the use of his home.

New Business – Peggy reviewed the officer election process, telling the board that nominations were due to Renee 5 business days prior to the July 11 board meeting (July 3). Peggy said nominations would be taken at the board meeting only for a vacant office with no previous nominations. Peggy and Brettnee reviewed the 2012-2013 budget work sheet with the board. Brettnee pointed out an additional \$6,000 allocation in operations for travel to the Main Street conference and to neighboring DDA cities. Changes in the marketing and communications budget were reviewed by Brettnee and Mike. Brettnee and Peggy both talked about projected declines in mill levy revenues which were reflected on the budget worksheet. Peggy told the board that after June receipts and payments were finalized, the final budget would be presented for board approval at the July budget hearing. The board determined that the hearing would take place on July 18 at 12n. Renee will send proxy letters to all voting board members and will advertise the hearing a minimum of 5 days prior.

Peggy drew the board's attention to the utility wrap that the city had placed on Second and Center Streets. She commented on the number of pedestrians that have stopped to look at the wrap. Peggy contacted Beth Andress to thank her for her creativity and to offer the services of the Historic Preservation Commission, along with the DDA for future projects.

Brian told the board about a Chamber of Commerce event that is being planned in the downtown area on the first weekend of August. The event is geared toward motorcyclists who are headed to the annual Sturgis motorcycle rally and the downtown area will play host. There will be vendors along with live music and various activities.

Old Business – The Joe Minicozzi summary sheet was discussed with the board. It was agreed that suggested revisions be sent to Joe for his review so that the document could be finalized. Peggy told the board that a \$500 maximum charge for the summary was previously discussed with Joe. Peggy went over travel expense reimbursement policies with the board, reminding them that the city's policies were being adopted. Cathy pointed out that the main change allows for designated representatives of the DDA to be properly reimbursed for expenses incurred on their behalf. Peggy noted that recorded DDA Boundary errors were corrected by the City of Casper. Peggy told the board that no mill levy revenues were lost as a result of this oversight and thanked Kate for quick Council action to rectify the discrepancy.

Approval of Travel Expense Reimbursement Policy
Motion, Second, Passed(Charles Walsh, Brian Scott.)

Committee Reports

A) Executive Committee - Nothing further to report.

B) Finance Committee - Brettnee said her committee is still working with the Billings downtown development group to reschedule a conference call. She feels the call will be very beneficial as the finance committee works to find funding sources.

C) Infrastructure Committee - Brian said the committee was still waiting for a final strategic plan to be presented prior to taking action on potential projects. He said that he and other committee members were disappointed that Crandall & Arambula had not implemented details from the recent Minicozzi presentation into their plan. He said that a recent conference call with Crandall & Arambula was made to stress the importance of the Minicozzi findings and their relevance to future development. Brian also spoke to concerns of existing codes within the downtown area and their effect on future development. He said he and other committee members will be addressing this with city staff.

D) MARCOM Committee – Sona talked about the downtown business awards and the short window for presentation. She told the board that the committee recommends working with the press to present major awards, along with utilizing a downtown photographer to capture the events for future publication. Mike and Sona expressed their disappointment that Ayres Jewelry had delayed award production for so long. The committee will look for other vendors in years to come.

Mike updated the board on the DDA website. He asked Renee to send out a back door address so board members could review the new site prior to going live.

Mike said the downtown marketing campaigns were progressing well and within budget.

Renee talked to the board about concerns regarding DCBA resistance toward including non-members with DDA/DCBA marketed events. She said that she and Peggy spoke at the DCBA monthly meeting. Peggy said that while they were encouraged to have exclusive benefits, she told them it was more beneficial to inform all downtown merchants in an effort to increase success.

Charles told the board that Nathan Bekke with the Casper Star Tribune is unhappy with the DDA because they have not placed marketing dollars with the CST. Charles encouraged that the committee meet with Nathan to discuss their reasoning. Renee told the board that a buy will be placed for the upcoming Crazy Days campaign.

E) Governance Committee - Cathy spoke about the importance of wrapping up board member nominations. She asked Kate whether the City Council would want to see all applications at one time or individually. Kate did not feel it made a difference and Renee offered to contact Diane at the city to confirm the process. Kate said she would talk to Diane, as well. There was discussion about applicants and the need to visit with each one in order to make informed decisions. Cathy expressed how important it was to find an attorney for the board. Kate and Sona said they were going to meet with Neil Short to determine his interest.

Charles thanked Cathy and Kate for their diligence in working on board procedures.

There was also discussion about whether to increase the size of the board and how difficult it would be. It was stated that legislative action would be required. Renee and Brian both volunteered to talk with legislators when the time comes.

Motion to Adjourn

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

There being no further business the meeting was adjourned at 11:28am.

The board entered into executive session to discuss property acquisitions and personnel matters at 1:29pm.

Motion to enter into Executive Session

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

Approved by:

Secretary's Signature _____ /Date: _____

Board Member's Signature _____ /Date: _____