

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

July 11, 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, Brandon Daigle

Call to Order: Chair Peggy Brooker called the July 11 meeting to order at 11:34a.

Public Comments: John Patterson addressed the group, thanking Peggy for her leadership on the DDA board. John said Peggy has become a friend and that he really appreciated her presence in moving the strategic plan forward. John also extended a thank you to the other board members whose terms had expired. He expressed excitement with the strategic plan process and thanked the DDA for stepping up to bring Crandall and Arambula back to town. He mentioned public restrooms, housing and the many other exciting things coming to downtown and said he looks forward to the plan being completed.

I. City Report:

Liz Becher – Liz reviewed the agenda for the upcoming Crandall & Arambula meetings. She noted that Renee and Peggy would be assisting by answering questions and/or directing them to members of the Crandall & Arambula team.

Kale Prewitt – Kale gave an update on the upcoming August 11 Wild West Photo Fest event. He informed the board that event organizers had submitted a \$1,000 sponsorship “ask” for the board to consider. He said event times would be from 2p – 10p. The event will take place between Center and David on Second Street.

Kate Sarosy – Kate talked about House of Hope, indicating that residents would be required to evacuate the building by Friday, July 13 due to safety issues. She said that management had failed to meet required safety deadlines. She said that Community Action Partnership was working with Interfaith to find alternative housing. Kate also mentioned that a petition to place the smoking issue on the November ballot is being circulated. Kate said that the council had voted to support the temporary tax ballot for the library at their meeting the previous evening. Brandon inquired about the Keith Tyler riverfront development and Kate told him there would be a third reading for zoning variances. Brandon asked about an architectural review of the plans and Liz told him that there would be an internal review. Brandon asked whether Crandall & Arambula would be recommending that Old Yellowstone District Architectural Design Review standards become part of downtown redevelopment. Liz encouraged him to ask Crandall and Arambula that question during one of the upcoming sessions.

Approval of June, 2012 Board Minutes

Motion, Second, Passed (Charles Walsh, Mike Stepp)

Financials - Brettnee reviewed June financials with the board. She noted that there was an operating surplus of \$38,000 at year end. She pointed out that sponsorships for NicFest and Casper Firefighters would be part of the 2011-2012 fiscal year.

Brettnee also reviewed the July payments with the board. Renee discussed invoices from Galles Greenhouse and Johnny Appleseed. Renee clarified previous board approval on the 2012 Downtown Wedding Walk.

Approval of May, 2012 Financial Report

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

Approval of June, 2012 Payments

Motion, Second, Passed with Brian Scott's Abstention on Town Square Media and Charles Walsh' Abstention on The Downtown Wedding Walk (Mike Stepp, Brandon Daigle)

Director's Report – Renee discussed the July event calendar, pointing out an upcoming conference call with Missoula Downtown Development, along with a tour of 444 South Center (Stateline #7) with Lyle Murtha. Peggy thanked Renee for representing the board at the Nicolaysen/Rocky Mountain Power dedication, along with her assistance with marketing campaigns for NicFest, Firefighter Challenge and the Sidewalk Sale. Renee also worked with the successful Pancake Breakfast and Sidewalk Chalk Art Festival events that occurred the previous weekend.

New Business

Approval of \$9,000 Sponsorship For A Crandall Arambula Return Trip to Casper

Motion, Second, Passed with Brettnee Tromble Voting Not In Favor (Cathy Carson, Kate Sarosy)

Peggy talked to the board about the lack of worker's compensation insurance for the executive director. She requested that the board consider reimbursing Renee for expenses that weren't paid by her insurance. After discussion, it was determined that Renee would be asked to sign a release of further liability upon receiving reimbursement.

Approval to Pay Medical Expenses for Renee's Accident at the Main Street Conference

Motion, Second, Passed (Charles Walsh/Mike Stepp)

Old Business – Cathy reviewed the Governance Committee recommendations for the two open board positions. She said they had interviewed Ted Grooms, Amity Holland, Neil Short and Lisa Burrige with a committee recommendation for the Casper City Council to appoint Neil Short and Lisa Burrige to four year terms. Peggy also requested that a recommendation be made to the council to reappoint Charles Walsh for an additional four year term.

Approval to Recommend Neil Short and Lisa Burrige to the Casper City Council for Appointment to the DDA Board and Approval to Recommend Charles Walsh for Re-Appointment to the DDA Board

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

Peggy reminded the board that the budget hearing for the 2012-2013 budget would occur on Tuesday, July 24. She reviewed the proposed budget, noting the addition of worker's compensation to operations

and the \$9,000 sponsorship of Crandall & Arambula under strategic planning. Peggy reminded the board that proxies were available to them, should they not be able to attend the budget hearing. There was discussion regarding the fact that the \$9,000 entry created a negative number on the budget. Brandon asked for clarification on capital improvement projects and Brettnee explained that they would be project specific with funding sources being determined after submission. The board determined that since there would be reserves carried forward, they would proceed with the upcoming July 24th vote.

Committee Reports

A) Executive Committee - Nothing further to report.

B) Finance Committee - Brettnee said that the Billings conference call was very informative. She liked their tiered zoning concept, which includes a clean and safe zone versus the fringes. She also mentioned that the city administers bonding in Billings. She said that the Casper DDA was encouraged to select a good TIF attorney, going forward. Charles noted that Mike Lansing was a good source for TIF questions and Cathy mentioned that Neil Short is very willing to take on the TIF challenge. Brettnee asked that the local downtown merchants consider late Friday promotions. She said she appreciated the discussion regarding engaging absentee owners. There was discussion on the Billings model and whether state statutes dictated their set-up.

C) Infrastructure Committee - Brian said the committee was still waiting for a finalized Minicozzi summary. He said they look forward to distributing the information. He said that there was a luncheon meeting with Brandon Daigle, Randy Hall and him to discuss downtown housing. He said that it was a good meeting and that he looks forward to Randy becoming more involved in the downtown area. Brian said that Brandon Daigle is still working on loft housing projects. He said that there is new management at Audiomatrix and that the infrastructure committee will be following up with them to discuss the expansion of downtown sound. Brian confirmed that Dick Munroe is still interested in participating on the infrastructure committee. Brian said that committee members would be present at upcoming Crandall & Arambula meetings.

D) MARCOM Committee – Mike reported that solicited comments on the new website were constructive and that the committee would be working with AdBay to make final changes. Mike said that he felt the committee would continue its efforts with DCBA on downtown marketing. He said he felt that most merchants have seen success with ongoing marketing efforts. Brian noted how busy downtown Casper was during the CNFR, this year. Renee said that some of the CNFR marketing was specifically targeted at downtown. She said the overall event enjoyed great success. Mike remarked that the chalk art festival was also very busy. He said he would like to focus on marketing that will reach outside of Casper going forward. Brandon suggested the need for pictorial recordings of events.

E) Governance Committee - Cathy asked for executive board candidates to say a few words about why they would like to be elected. Mike, Charles, Brandon, Brettnee and Brian shared their views and visions with the rest of the board. Afterward, board members elected Charles Walsh as the new board Chairman, Brian Scott, Vice Chairman, Brettnee Tromble, Treasurer and Brandon Daigle, Secretary. Kate thanked the candidates for stepping up to take a leadership role. She said that it is difficult for the

council to find qualified leaders and said she appreciated that they were willing to serve on the executive committee. Cathy noted that according to the bylaws, the new executive committee was to take over right away. She also instructed Renee to send a letter to the city, informing them of the new board recommendations.

Motion to Adjourn

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

There being no further business the meeting was adjourned at 12:43p.

Approved by:

Secretary's Signature _____ /Date: _____

Board Member's Signature _____ /Date: _____