

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

September 12, 2012

Present: Charles Walsh, Brandon Daigle, Brian Scott, Neil Short, Mike Stepp, Sona Rummel, Dick Munroe, Bill McDowell, Kate Sarosy, Kale Prewitt, Renee Penton-Jones

Excused: Lisa Burrridge, Brettnee Tromble

Call to Order: Chair Charles Walsh called the September 12, 2012 meeting to order at 11:34a.

Public Comments: Charles introduced Robin Mundell, Executive Director, Casper Area Chamber of Commerce. Charles told the board that he had invited Robin to update the board on the Chamber's mission and goals as part of the DDA's outreach efforts with other community organizations. Robin presented an overview of the Chamber. She asked the board to consider partnering, once again, with the Chamber on a 2012 free holiday parking campaign at the downtown parking garage. Robin presented statistics from last year's parking campaign for the board's consideration and recommended a validation sticker program for the 2012 Holiday Parking program.

I. City Report:

Kate Sarosy –

- 1) Kate said that the executive committee had done an excellent job of presenting to the city council at their recent work session. She said the presentation was well received and that Council had decided to fund all five requested projects for a total amount of \$52,500.
- 2) Kate said progress on the conference center is continuing, although slower than anticipated. Council remains supportive. Brian Scott asked if negotiations were continuing on the Second and David site and Kate replied that the city is still working with individual property owners to secure options on that site.
- 3) She informed the board that the 5th and Wolcott Streets project is a sanitary sewer extension.
- 4) Kate shared that the City Manager and current members of the council will be meeting with candidates for council seats in the upcoming election. A minimum of three and up to five new members on the council is expected. Sona asked who would replace Kate on the board and Kate replied that it would be up to the new mayor to determine. She suggested that the DDA board submit a by name request.

Kale Prewitt –

- 1) Engineering has sent out an RFP for traffic light construction on Midwest and Poplar, along with a right-in, right-out interchange on Yellowstone and Poplar.
- 2) Yellowstone Highway will be open for traffic on/before September 30th. Brian inquired if a park and other amenities would still be located near the intersection of Yellowstone and Poplar. Kale indicated that the city continues to plan for those amenities at some future date.
- 3) Kale said he anticipates a final strategic plan from Crandall & Arambula by the end of September, 2012.

- 4) Kale discussed the façade grant program with the board, highlighting Bishop's property on Wolcott and Midwest Streets, along with Wolcott Galleria awning. Kale said that Cindy Cartier had recently approached the city for funding. Randy Pryde asked for clarification as to whether façade grant applications could be renewed on an annual basis and was told that a property owner is eligible to apply on an annual basis, beginning with the July 1 fiscal year.
- 5) Kale referred to a recent meeting that included Charles, Renee, Liz Becher and David Hough. David has special projects background and expertise with railroad personnel. Kale said he and Dave will be working with the DDA Infrastructure Committee. Brian asked Kale if board members could be placed on the OYD email list and Kale agreed.

Approval of August, 2012 Board Minutes

Motion, Second, Passed (Kate Sarosy, Dick Munroe)

Financials –

- 1) Renee reviewed July financials with the board in Brettnee's absence. She noted that operations percentages were high to budget due to expenses which were annually scheduled to invoice at the beginning of the year. Renee said that Brettnee feels the overall income to expense ratio will normalize later in the fiscal year.
- 2) September payments: Highlights included a \$9,000 invoice from the city for Crandall and Arambula's return trip and \$1,311 to Philadelphia Insurance for annual director's and officer's liability insurance. Randy Pryde asked that the record show a conflict with Managed Data Services invoices.

Approval of August, 2012 Financial Report

Motion, Second, Passed (Dick Munroe, Mike Stepp)

Approval of September, 2012 Payments

Motion, Second, Passed with Abstention by Brian Scott (Mike Stepp, Kate Sarosy)

Director's Report – Renee Penton-Jones

- 1) I-25 highway signage moving forward, although slower than anticipated. DDA has requested some project implementation details before the Chairman signs the contract.
- 2) Ongoing constituent meetings with Charles and her have been extremely positive and rewarding to date. Meeting notes provided to the board.
- 3) Provided status on holiday banners and a fall joint media campaign with the DCBA.
- 4) Phone and internet systems would be switched from Century Link to Optimum resulting in annual cost savings, two phone line capability, call transferring with upgraded messaging services, and better Internet performance.

New Business:

- 1) Annual Report and Holiday Reception – Charles reported the executive committee's discussion regarding the opportunity to host an annual meeting and constituent social during

the holidays. He asked for board approval to gather information for a proposal to be presented at the next board meeting which would detail date, time, location, cuisine, agenda and overall cost for the event. Brian Scott introduced the idea of approaching all downtown restaurants to ask for their participation and said that there were multiple downtown venues that could host the event. MARCOM budget will absorb the cost. A motion was presented authorizing the Executive Committee to proceed with the holiday event plan with a target budget of \$1,500. It was further moved that the full proposal would be presented at the next board meeting.

Approval of Motion for Annual Report and Holiday Reception Proposal

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

- 2) Office Support – Charles reported that the executive committee discussed administrative support for the executive director to allow for better focus on more strategic priorities. The committee recommended that Renee reach out to Casper College to ask for an intern that could provide extra support in the office. Brandon shared that the hope would be for a recurring college intern program that would qualify for college credit. The board gave thumbs-up for Renee to proceed.
- 3) Board Retreat – Charles noted that several board members have asked about conducting a board retreat. Executive committee had visited about the opportunity and felt that it would be beneficial to look into a meeting after the first of the year. Brandon said that the goal would be to hire a facilitator for a ½ day team building process. Brian said that he had visited with Charles about local talent who would be available to work with the group. He indicated that he felt an outside facilitator would be desired. Charles said that Dave Sullivan, the former CEO of Corning Glass may be available through a mutual business acquaintance. The board gave thumbs-up for the executive committee to pursue date, location, agenda and facilitator information to bring back to the board.
- 4) Farmer's Market - Brian talked to the board about the future of the Downtown Farmer's Market and encouraged that board members become involved by contacting Brett Governanti. Charles noted that the Farmer's Market is cash flow positive and self-sustaining. Brian said that several of the members were tired after spending the past five years with the market. He said that the group is looking for members that can help to guide them as they go forward.

Committee Reports:

- 1) Executive Committee – Charles Walsh
 - a. Executive team published their first set of meeting minutes for full board review.
 - b. Randy cautioned that personnel or real estate matters not be made public.
- 2) Finance Committee – Brettnee Tromble (Renee Penton-Jones acting on her behalf)
 - a. Brettnee is working with Neil on the legality and value of investing unallocated reserves with the City Financial Manager.

- b. Next finance committee meeting on Thursday, 9:00am, First Interstate Bank building for the purpose of reviewing the city council presentation and developing a project plan.

3) Infrastructure – Brandon Daigle

- a. Committee plans to meet twice during the month of September to focus on gateway and restroom locations with emphasis on potential sites. He said they would work with the finance committee on feasibility and funding models. He said that the funds granted by the city council would be utilized to build a case for each project. He explained that the \$10,500 for each project would be dedicated toward any expenses incurred in plan development. Kate asked about which expenses would be covered and what the procedure would be and Renee told her that she was working with Diane at the City to consummate a contract. The Infrastructure project timeline will integrate with MARCOM and Finance.
- b. Kale Prewitt and David Hough will be added to the committee as city representatives.

4) MARCOM Committee – Mike Stepp

- a. \$1,500 funding request from Proud to Host the Best (PTHB). MARCOM recommendation for DDA to approve the amount contingent upon the PTHB Committee commitment to work more closely with downtown stakeholders. Randy Pryde told the board that there is a significant difference in sales at their eastside locations compared to the downtown theaters during hosted events. He offered to provide discounted coupons for groups at downtown theaters. After further discussion, Charles asked for a motion to support the \$1,500 request conditional upon a meeting with PTHB, DCBA and DDA regarding more downtown inclusion via PTHB promotion during events.

Approval of Motion for \$1,500 PTHB Sponsorship with Contingencies

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

- b. Had a positive meeting with Garry Yake and Lew Windsor, DCBA, seeking a more cooperative effort between the two organizations, going forward. Christmas campaign will treated as previous media campaigns where the DCBA will match the \$4,000 provided by the DDA. Randy asked the board to address Christmas parking. Charles offered a recap of the previous year's project and concerns with the methodology that was utilized to determine parking counts. He said that he felt the validated stickers would be a more controllable option. Brian was concerned that merchants would hand out parking vouchers to employees. He said that he favored free parking for holiday shoppers without the stickers. Mike said that employee abuse may actually go down with the sticker program. Robin Mundell was asked whether the Chamber board would support a repeated \$2,000 sponsorship for 2012 that would begin prior to Thanksgiving and culminate after the first of the year. She said she would check with her board and respond to the DDA. Robin cautioned that the cost of operation versus the loss of potential revenue would be a factor in the board's decision. Brian suggested that the City, the Chamber and the DDA should be prepared to share in the investment toward attracting more downtown traffic. Randy reminded the board that requiring a validation sticker would place an obstacle between the customer and the merchant. Brandon said that he felt the sticker system would work with an awareness campaign. Mike asked that Robin work with him to present an option to the board at its' next meeting.

- c. Fall newsletter is in final draft mode. Seeking review by board before final publication.
- d. Working on a branding project plan. Next meeting, Monday the 17th.
- e. Mike said that Lindsey Grant, Wyoming Symphony, joined MARCOM Committee.

5) Governance Committee – Neil Short

- 1) Charles announced that Neil Short had accepted the chairmanship of the committee.
- 2) Neil plans to work with Brettnee regarding financing options and DDA unallocated reserves investments.

Actions:

- 1) ~~Executive committee to research and produce a proposal for annual meeting /holiday reception.~~ Charles to complete contract requirements for the City.
- 2) Executive ~~Director to contact Casper College regarding office intern.~~ Committee to complete holiday reception Performa.
- 3) ~~Executive committee to research and produce a recommendation for a 2013 Board Retreat.~~ Renee to schedule a meeting with the City regarding parking garage.
- 4) ~~MARCOM to meet with PTHB and DCBA to better collaboration and partnership.~~ Renee to begin the process of conducting a search for 2 new board members.
- 5) ~~MARCOM to work with Chamber to develop a 2012 holiday parking option(s) for presentation at October DDA board meeting.~~

Motion to Adjourn

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

There being no further business the meeting was adjourned at 1:09pm.

Approved by:

Secretary's Signature _____/Date: _____

Board Member's Signature _____/Date: _____