**Downtown Development Authority**

Board Meeting Minutes

April 9, 2014

**Present:** Brian Scott Gamroth, Brettnee Tromble, Brandon Daigle, Louis Taubert, Lisa Burridge, Sona Rummel, Mike Stepp, Scott Murray, Charlie Powell, Kevin Hawley, Tammy Carlen, Liz Becher, Josh Bake, Bill Nelson, Danny Weber

**Excused:** Charles Walsh, John Johnson

**Call to Order:** Vice Chairman, Brian S. Gamroth, called the April 9, 2014 meeting to order at 11:31am.

* **Public Comments:** Bill Nelson with the Natrona County Library discussed the resources and services available to the public and the corresponding economic and social benefits. Bill mentioned that although we do not work together daily, we are partners in the downtown and both work for the betterment of our community. Some interesting library statistics shared: 374,000 unique visitors last year, +/- 1,200 visitors a day, 17,000 unique library cards used last year. Brian Scott asked Bill what, if any, the plans were for library expansion. Bill stressed that the community needs a new library for several reasons: functionality, security, size. Two recent attempts for a new library had been made but were unsuccessful and that he and his staff are currently working with County Commissioners and the public for support, but there are no specific plans for the immediate future.

**City Report**

**Josh Bake-**

* Josh is currently working on lease agreement between City and DDA for Adbay space.
* Josh informed the Board that the OYD Oscars will be held at the Iris Theatre on May 12th from 3:30-5pm.

**Charlie Powell-**

* Will give National League of Cities update at end of meeting due to time constraints.

**Approval of March, 2014 Board Minutes**

***Motion, Second, Passed (Lisa Burridge, Mike Stepp)***

**Director’s Report** – Kevin Hawley

* Presented 1920s picture of what is now “Fashion Crossroads.” An email was received last week from a member of the Zuttermeister family with a picture of the building, as well as a description of who his family was, what they used the building for, and the timeframe they occupied it. A framed picture was hung in the office of the DDA and Brian Scott will present the additional two framed pictures to the Stevenson family, for their home and office.
* Believable Brands presented to the Brand Board this week the summary of their data collection and their proposed “Brand Promise.” Members of the Brand Board have scheduled a meeting for 4/16/14 to discuss any recommended changes before Adbay begins their portion of the project. AdBay requested two additional months for design, so projected completion date is looking like mid-June. Believable Brands was very positive about Downtown Casper, referring to it as the “soul” of Casper and referenced how many communities would love to have a downtown similar to ours.
* Rapid City visit with city council/staff and DDA Board will be moved back a week. The new date, which has been confirmed with John Patterson, is June 5th. Kevin described the handwritten note from Mayor Sam Kooiker (Rapid City) referencing their downtown plaza as “one of the best things that’s ever happened to our downtown.”

**Parking Garage** – Tammy Carlen

* Parking Garage/1st & Center database is complete – organization has helped increase effectiveness of management.
* New hire – Ms. Nobles. Customer Service and Cleanliness has been stressed.
* Occupancy: Garage 47%, Center Steet 99%

**Liz Becher** –

* Parking Garage Bathroom Project – Bids due April 16th, Approval from Council on May 6th, Construction will begin June 1st, Project completion deadline is July 23rd. Per Liz, Brandon Daigle will be on the project review and award committee.
* $12,000 of grant is set aside for interior signage. Liz recommends we wait until April 16th bid open to see where bids come in at. If at or below project estimates, DDA and City schedule a walk-through of the garage to evaluate signage replacement. If bathroom bids are over budget, we will need to look at possibly using some signage money to fill gap and address less signage. Andrew Colling (City) will then bid out proposal to sign companies.
* Parking enforcement – Liz informed Board that the City cannot enforce ticketing or towing in the Parking Garage or Center Street lot due to lease with private sector management company. Liz recommended calling a tow truck company.
* Liz discussed the parking garage reimbursement invoice from the DDA to the City in the amount of $2,200 for the labor services of Mr. Hoffman. The DDA was responsible for $22,000 worth of in-kind contributions to the parking garage, per the WBC grant. Unfortunately, the memo sent to the City in February 2013, highlighting our contributions in excess of $22,000 did not qualify because those hours were logged before the grant was awarded. Liz recommended we look back on logs from July 1 until now to create a detailed list of in-kind DDA contributions to the project. Of the $22,000, 50% will need to be DDA management tasks and 50% construction/labor tasks. Since the City has expended a tremendous amount of time on the construction side of their in-kind, Liz has offered to ask the WBC if they can “gift” the DDA a portion of their overage. Liz asked the DDA if we could hold off another month on paying the $2,200 reimbursement invoice for Mr. Hoffman to verify if we will need to use it as part of DDA construction in-kind. The DDA Board agreed to wait another month to receive the payment, as we sort out the details.

**Committee Reports –**

**A) Executive Committee – Brian Scott**

* Pleased with financial outlook and projecting a $20k surplus for this year, which could help with the added expense of the office relocation.
* Rough Draft Budgets are in – ahead of schedule.
* Kevin and Charles had a very productive meeting with WCDA. The purpose of the meeting was collaboration for downtown housing. WCDA suggested many avenues for the DDA to explore and offered to discuss a possible partnership in the future.
* TIF Consultant – Brettnee and Kevin had a conference call with Janet Cornish to review the proposed contract and timeline. Once the agreement is formalized, it will be brought to the Executive Committee for review.

**B) MARCOM Committee – Mike Stepp**

* Spring media campaign has been executed for TV. Radio and Print contracts are being finalized and these contracts will carry us through the end of our fiscal year. $800 under budget with an additional $1,000 in reserves.
* Sponsorships were discussed and voted on:
  + **Approval of $1,000 NicFest Sponsorship, 2014**
* ***Motion, Second, Passed (Mike Stepp, Brandon Daigle)***
  + **Approval of $500 Miss Wyoming Sponsorship, 2014**

***Motion, Second, Passed (Mike Stepp, NO SECOND)***

***Sponsorship request dies for lack of a second.***

* + **Approval of $500 AIA Sponsorship, 2014**
* ***Motion, Second, Passed (Brian Scott, Louis Taubert)***
  + **Approval of $500 Lemonade Day Sponsorship, 2014**
* ***Motion, Second, Passed (Mike Stepp, Brettnee Tromble)***
* Brian recapped voting for all members of the Board: $1,000 NicFest (Yes), $500 Ms. Wyoming (No), $500 AIA (Yes), $500 Lemonade Day (Yes)
* Mike Stepp pointed out for the Board that he would still like MARCOM to help promote downtown for the Ms. Wyoming event, if it comes to Casper.
* Mike brought up the MARCOM idea of trimming media budget by a co-op program with downtown merchants/DCBA.

**Financials – Brettnee Tromble**

**DDA**

* Financials remain steady with a projected operations surplus for this year. Brettnee reminded the Board that surplus could help offset the strategic move to Adbay space and possibly some TIF consultant expenses.
* In May and June we should see the remaining balance of our mill-levy paid.
* Charlie brought up that there was brief discussion within City Council of possibly providing additional funding for the DDA, similar to the city support of CAEDA. Charlie said it is something Council will look into and discuss in the future.

**Garage**

* Financials for the garage are strong this month because the reimbursement check from City was received for costs of improvements and materials, per contract.
* Brettnee reiterated that we do not current allocate any cost of the office space or Kevin’s time to the garage and that is something we need to look at for the new budget.

**Approval of March, 2014 DDA Financial Report**

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

**Approval of March, 2014 Parking Facilities Report**

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

**C) Finance – Brettnee Tromble**

* Conference call with TIF consultant occurred where Brettnee and Kevin vetted the proposed contract and received clarity on any questions. At this point they feel very comfortable with the contract and are ready to move forward. Scott Murray will look over the contract before execution by the Executive Committee. It is looking like a nine month time frame but with many of the steps already completed by the DDA, we are hoping for it to be completed by January 1, 2015.
* Draft budgets are in and looking good. We will continue to review and adjust before next Board meeting.

**D) Governance – Scott Murray**

* Main focus has been on putting in place contracts for Parking Garage and reviewing any legal issues with signage. Scott hopes to have those items completed by mid-April. Once complete, Scott will move on to amending any by-laws in terms of staffing for DDA.
* Brandon asked Scott if he has any new information on whether or not the DDA can own real estate. After reading the State Statute, Scott believes we can but needs to check to make sure there are no local ordinances that would prevent it.

**E) Infrastructure – Brandon Daigle**

* Discussed meeting with Right Brain Digital who sell digital way-finding and advertising signage. RBD will provide the DDA with an estimate to provide (1) weatherproof station for the Parking Garage area. In addition to advertising, the system can be used as an emergency broadcast station and possible grants may be available. Once estimate is in, the infrastructure team will evaluate and present a business case, if desired.
* Charles and Brandon met with John Johnson to discuss funding opportunities for downtown and the proposed public plaza, which would include initial capital and operational funds.
* The $400,000 the city had allocated for One-Way street conversion was spent recently on another street project and according to the Asst. City Manager; there are no plans to put that line item in the new budget. Infrastructure has decided to continue collecting survey data, as well as update cost estimates. Once complete, we will develop a business case.
* Infrastructure would like to set a meeting with MARCOM to discuss marketing for the Garage.
* Brandon discussed the idea of providing a matching grant opportunity for residential fire suppression systems for anyone who is interested in downtown living. Brandon has met with the City and they are receptive to a case by case basis for a 13D fire suppression system.

**Charlie Powell-** **National** **League of Cities**

* Last month, Charlie had the opportunity to attend the National League of Cities conference. The conference was held in Washington D.C. and Charlie was able to learn more about Tax Increment Finance (TIF) and downtown redevelopment. Charlie shared that the Council for Development Finance Agencies (CDFA) is a great resource for any information on this and their website is CDFA.net. Charlie mentioned that the panel discussed the importance of hiring a consultant to create and navigate the creation of a TIF. It was recommended that anyone interested in downtown planning read “The High Cost of Free Parking” by Donald Shoup. One constant message from the session that was hammered home was that downtowns have assets that can’t be duplicated.
* Charlie told the Board about 12 strategies for a vibrant downtown, as designed by John Karras:

1. Turn one-way streets into two-way streets
2. Establish regularly occurring public events showcasing local stuff
3. Recapture lost land when possible
4. Make under-utilized public land available for development
5. Consolidate economic redevelopment in to a single office
6. Create a permanent public market
7. Open a downtown satellite campus of a local university
8. Public transportation (streetcars, etc.)
9. Create an awesome downtown playground
10. Create a branded downtown entertainment district
11. Establish maximum parking standards
12. Set-up a bike share program (mainly for big cities)

Action Items:

1. Brettnee to send TIF consultant contract to Scott for legal review.
2. Kevin to begin compiling in-kind logs for parking garage grant.
3. Scott to meet with Bill Lubin and discuss DDA ownership of land.
4. Kevin to arrange Infrastructure/MARCOM meeting to discuss marketing garage.
5. Scott to complete garage parking policy by next Board meeting.
6. Charlie suggested Kevin look into a new Farm Bill that passed that may help with plaza funding for Farmers Market.

**Motion to Adjourn**

***Motion, Second, Passed (Mike Stepp, Brandon Daigle)***

The meeting was adjourned at 1:09 P.M.

Approved by:

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

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