

## **Downtown Development Authority**

### **Board Meeting Minutes**

June 11, 2014

**Present:** Charles Walsh, Lisa Burrridge, Brettnee Tromble, Brandon Daigle, Louis Taubert, Sona Rummel, John Johnson, Kevin Hawley, Tammy Carlen

**Excused:** Brian Scott Gamroth, Scott Murray, Mike Stepp, Charlie Powell

**Call to Order:** Chair Charles Walsh called the June 11, 2014 meeting to order at 11:33am.

- **Public Comments:**

- Introduction Jacob Ernst – Architect in training at GSE

### **City Report**

#### **Charlie Powell/Kevin**

- Charlie was unable to attend today's meeting due to his involvement in the WAM conference but asked Kevin to report that the Rapid City trip was received positively by the city council.

#### **Liz Becher/Kevin**

- The matter of in-kind requirements for the Parking Garage grant has been resolved with the WBC. The previous DDA submission of volunteer hours was confirmed to be accurate and acceptable by Julie Kozlowski of WBC. The city will release the funds held for the Jack Hoffman invoice and DDA should receive the check by 6/20/14
- Parking Garage Bathroom - A project update meeting is scheduled for 6/17/2014 at 2:30PM.

### **Approval of May, 2014 Board Minutes**

***Discussion:*** Who will attend the meeting regarding the bathrooms, encouraged to have John or Josh from the city to attend this meeting. Also, discussion about the maintenance and electrical responsibilities of the new bathrooms once construction is complete.

***Motion, Second, Passed (Lisa Burrridge & Louis Taubert)***

### **Financials – Brettnee Tromble**

- DDA through May: monthly allocation from the Garage to DDA with no unordinary expenses. Funds transfer from Garage to DDA has not been made and will be made in June; assessment income should be close at FYE 2014 with carry over into July.
- Garage Financials through May: monthly allocation from the DDA to the Garage will move forward monthly. Expenses: Parking Machine tickets are eligible for reimbursement from the city. Monthly allocation reimbursement for June will be reflected in the next year's financials.

Policy on past due payments for parking rent, new contract should be available for adoption at next month's meeting.

### **Approval of May, 2014 DDA Financial Report**

***Motion, Second, Passed (John Johnson & Brandon Daigle)***

### **Director's Report** – Kevin Hawley

- Recap of Rapid City council visit, positive feedback, have had a lot of interest from community volunteers.
- TIF consultant: review of previous sales tax records were inflated; DDA currently establishing a new list and baseline.
- Budget: State Auditor wanted our FY 2015 budget by June 1<sup>st</sup>. Preliminary budget has been sent to them. DDA public budget hearing scheduled for July 17<sup>th</sup>.
- Conferences in Detroit, very beneficial made a lot of good contacts and received positive information. Engaging the community utilizing small activities proves to be beneficial.
- New location: we have had two or three interested parties to sublet space, but space is too large and out of their price point. Feedback is the awkward layout. Total sq. footage is right at 3,100 sq. ft.
- Vending Machines: Installation is scheduled in next couple of weeks at the parking garage by Coca Cola.
- Casper Brand promise is complete, community feedback before the creative & design phase, possibly end of July.
- Relocation: DDA office move to old Adbay space was scheduled for July 1 but recently changed to August 1, 2014. The Lease Agreement has been signed by Charles Walsh; City will sign next week during the City Council meeting. "Option to Buy" was not in the contract but can be discussed at a later date.
- Wyoming Community Foundation: discussion about the different forms which are available to allow for private entities to contribute as Plaza sponsors/donors.
- Downtown Historic Meeting: Discussed opportunity to work with the Historical Society to create a downtown district not tying anyone's hands but allowing for State and Federal grant opportunities to complete building renovations downtown. Possibly set up a workshop to educate the property owners on how to access the funds and best practices.
- ARC/GIS: met with Jeff Sun, Casper College. Jeff explained downtown database project and walked through the software. Jeff offered to possibly help with areas we identify that need updated in his upcoming classes.
- Slow Roll: leisurely bike ride in the downtown area to get people downtown and explore the area. First ride is Wednesday June 18<sup>th</sup> at 7PM, and the first & third Wednesday of every month following the inaugural ride. Ride is designed for all ages and has no cost to participate. The DDA is not sponsoring; this is a community event.

### **Committee Reports** –

#### **A) Executive Committee – Charles Walsh**

- Primary focus of Exec. Committee was on FY 2015 Budgets, Ad Bay building, & TIF.
- Annual election of Executive Committee, current committee is willing to volunteer for another year. Nominations need to be turned in by June 30th to be voted on in July board meeting.
- Two seats up for renewal: Mike Stepp & Brettnee Tromble -we have had some outside interest in the seats and have received letters of intent for renewal from Mike & Brettnee. The board will vote and make a recommendation to the Mayor for appointments at the July meeting.

#### **B) MARCOM Committee – Kevin Hawley**

- Spring media is underway and about to end.
- Recruitment of new committee members.
- Two volunteers have contacted us to donate their time and skills, Rallylocal.com, very creative and talented. Rally will attend our next MARCOM meeting as guests.
- Need to make efforts to update our website & social media with current and relevant material.
- Marketing the DDA as the “Authority of Development Downtown” educate the public about what we do.

#### **C) Infrastructure – Brandon Daigle**

- One way study has been tabled indefinitely.
- Parking Garage marketing is on hold.
- Parking assessment is ongoing.
- Plaza trip had a great turnout for the Rapid City tour. Due to the delay of the new State building project, our timeline could be accelerated if we could find the State’s David street office a new temporary home.

#### **D) Governance – Scott Murray/Charles Walsh**

- Review of the contracts for the Parking Garage is complete and will be available in July.

#### **E) Finance – Brettnee Tromble**

- TIF - First conference call with Janet Cornish, we have a list of information we need to get for her presentation. Janet will be in Casper July 21<sup>st</sup> and 22<sup>nd</sup> for her presentation. Trying to organize a joint meeting for the presentation. We want the sales tax dollar amount identified before the presentation. If this hasn’t been identified the DDA will ask to delay the presentation.
  - Revenue identified.
  - How far back can we go on the baseline?
  - Opportunity to increase our boundaries addressed -yes we can expand.
  - Without the support of the city can we exit our contract with the consultant? Yes.
- FY 2015 DDA Budget- Budget is complete. DDA has included the relocation of the office and expenses associated with the move to strategically align the office with the public plaza, which

reflects a deficit. Discussion followed in regards to the allocation of some of DDA's reserves to accommodate the relocation. It was decided that utilizing reserves to secure the space that aligns with our strategic goal is the right decision. Vote to approve the DDA Budget as a board before presenting it to the City of Casper was requested.

***Motion, Second, Passed (Lisa Burrridge & Louis Taubert)***

- FY 2015 Parking Garage Budget – Budget is complete, budget represents an operating deficit based on the operations for the past year, this budget presents a true financial picture of the parking garage and that it truly is not a money maker. Reimbursable items from the city are key to accommodate the deficiency. Discussion on increasing the occupancy of the monthly parking was addressed. John Johnson will head up a committee to increase revenue and decrease expenses. Vote to approve the Parking Garage Budget as a board before presenting it to the City of Casper was requested.

***Motion, Second, Passed (Brandon Daigle & John Johnson)***

**Motion to Move to Adjourn**

***Motion, Second, Passed (Brandon Daigle, Lisa Burrridge)***

Action Items:

- 1) Kevin to encourage John Patterson or Josh Bake to be present at public bathroom project update meeting.
- 2) Kevin to send out updated Parking Garage/Lot Contract and Policies to the Board for review.
- 3) Kevin to confirm Zoning and Planning meeting time and location for TIF consultant.
- 4) Kevin to coordinate with City for use of Council Chambers for presentation of TIF before civic leaders.
- 5) Kevin to advertise Budget Public Hearing notice for July 17<sup>th</sup>, noon.
- 6) John Johnson to head steering committee to increase occupancy and revenue at Parking Garage.
- 7) Interested parties for potential Board seat vacancies must have their Letters of Interest in by June 30<sup>th</sup>.
- 8) Infrastructure to begin work on possible locations for State call center relocation

The meeting was adjourned at 12:53 PM

Approved by:

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

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