

Downtown Development Authority

Board Meeting Minutes

December 10, 2014

Present: Charles Walsh, Brandon Daigle, Brettnee Tromble, Lisa Burrridge, Pete Fazio, Louis Taubert, Sona Rummel, Scott Murray, Charlie Powell, Kevin Hawley, Liz Becher

Excused: John Johnson, Brian Scott Gamroth,

Call to Order: Chair Charles Walsh called the December 10, 2014 meeting to order at 11:35am.

Public Comments: N/A

City Report

Councilman Charlie Powell

- The Board decided to go ahead and present the funding request to City Council last night and it was well received. The incoming council members had some generous comments and Charlie believes that the support of the DDA by City Council will be strong.

Liz Becher

- Mary Randolph with Rural Development Council is retiring. The Wyoming Association of Municipalities asked Mr. Patterson and Ms. Witko to put together a retirement gift for her. The View of Center Street Book was passed around for signature as a gift for Mary on behalf of the City of Casper.
- The I-25 Beautification Entry Study and Public Visioning are being held today at the Ramkota. There are two more presentations today at 12:30 and 5:30. Liz stated that the consultant for this study is very engaging encouraged the DDA board to attend.
- Council passed the digital signage code changes, which addressed flashing, brightness and video. The city is investing in equipment to monitor and educate business owners on these changes.
- Kevin Hawley, Mr. Patterson and Liz met regarding the water and power bills associated with the Public Restrooms. Liz' department will be paying these bills until the parking garage contract is re-negotiated.

Comments/Questions –

Charles Walsh asked if there was anyone hired to replace Josh Bake. Liz stated that no replacement has been hired, they are currently looking at restructuring the position before they hire someone. Lisa Burrridge inquired about the restructuring and if it was a possibility to include the OYD in the DDA district. Liz recommended that before an attempt is made that we educate the OYD on the benefits of the Mill Levy. It is not out of the question to include the OYD, but it is going to take a separate campaign to the property owners of the OYD. Brandon asked to get on the agenda for the next OYD meeting to update them on the Public Plaza. The next meeting will be held next Monday at City Hall at 4pm.

Approval of November, 2014 Board Minutes

Motion, Second, Passed (Louis Taubert, Brettnee Tromble)

Financials – Brettnee Tromble

DDA:

- We are 40% through our fiscal year. We are currently at a \$10,000 deficit and we had budgeted for a \$30,000 deficit, so we are tracking close to our proposed budget.
- We have added notes to the financials that identify and explain any monthly fluctuations in our annual budget.
- Marketing expenses will jump in December because of additional end of year media expenses.

Parking Garage:

- At 40% through the fiscal year, our administrative expenses are only at 25% of budget. This is due the struggle we have had to keep staff in the front office, and Kevin having to step in, so much of the parking garage administration is coming out of the DDA side of things.
- Operational expenses are at about 23% of budget; this is a little low because of the Rocky Mountain Power deposit that was applied back to our power bill.
- Revenue for the garage is right at about 40% of budget.

Approval of November, 2014 DDA & Parking Garage Financial Reports & Payments

Motion, Second, Passed (Lisa Burrridge, Sona Rummel)

Director's Report – Kevin Hawley

- Park Free Friday – Marcom decided not to charge for hourly parking in the month of December, therefore there is no sponsorship for December.
- Bathroom Ribbon Cutting was successful; there were an estimated 40 people in attendance. Thank you to Liz Becher, Brad and Murray with City of Casper, for their help on this project. They have been a huge asset to us.
- There was a delay with the automated locks for the bathrooms, we are just waiting on the programmers and they should be here shortly.
- City Brand is looking to be unveiled in January. Adbay is working on fine tuning the graphics.

Accomplishments

- Meet and Greet with the new City Council members went very well. Thank you to John Johnson for sponsoring the lunch meeting.
- Thank you to Brandon Daigle and Charles Walsh for making the presentation to council for additional funding last night.
- Parking Garage – we are up 10% on monthly revenue and up 23% on hourly.
- Met with Tom Doyle on the Mill Levy investigation. Identified a possible payout shortage of \$700. Tom will investigate discrepancy further and let us know what he finds.

- The Casper College GIS project is completed for the semester. They did a presentation and had positive things to say about the project. We will try and arrange a presentation for everyone to attend.

Planned Activities

- State Building relocation plan is in the process of being fine-tuned
- We are working with MARCOM on the end of year stake holders meeting.
- Working on addressing staffing needs for the administrative position – we have an ad out and have received a few applications

Comments/Concerns

Liz Becher asked if it would be possible to get with the movie palace and do the Casper College GIS presentation there to draw attention to the project and get the students excited about Downtown. Kevin will look into setting that up and possibly holding it along with the stake holders meeting and inviting city GIS department.

Louis Taubert asked about plans for identifying the public bathrooms. They are pre-wired for signs in the future. Lisa is working on having one of her contractors donate signage. In the mean time we will have an “open” banner.

Committee Reports –

A) Executive Committee – Charles Walsh

- Executive Committee is asking to go into executive session reference an HR related item.

B) MARCOM Committee – Kevin Hawley

- MARCOM continues to work on Park Free Friday’s, setting up the Mail Chimp account and we are gearing up for the Public Plaza campaign.
- Thank you to Eggingtons for donating cookies and hot chocolate for the Ribbon Cutting Ceremony.

C) Finance – Brettnee Tromble

- Anne Robles with WY Community Foundation should have the paperwork for the Plaza Campaign to us sometime this week.
- Sales Tax TIF – We have given the consultant all of our revision requests and we are working with her toward completion. There will be some additional costs for the revisions, but it should still come in under what we originally budgeted.

D) Infrastructure – Brandon Daigle

- We hope to hear back soon from CAEDA on whether or not they will contribute seed money for the Plaza.
- We will be talking to the CVB in January about joint marketing of the Public Plaza.
- The two bike racks will be located next week. Lisa has a contractor that has volunteered to install them.

- Parking garage assessment – need to submit a long term plan/budget to Linda Witko.

Questions/Comments

Liz asked the DDA to send a Thank You to Murray & Brad with the city at the 1st of the Year.

D) Governance – Scott Murray

- Governance has nothing new to report
- Charles asked Scott to get with Bill Luben to begin work on generating the contract with the City.

Motion to adjourn to Executive Session

Motion, Second, Adjourned at 12:24 am(Charles Walsh, Brandon Daigle)

Action Items:

1. Brandon Daigle to send DropBox link for the Marketing template.
2. Kevin Hawley to send “Thank You” card to Murray and Brad (have BOD sign).
3. Kevin and Brandon to meet with Liz after January to discuss WBC plan.
4. Scott Murray to call Bill Luben and get working on contract.
5. Scott to look into by-laws to adopt formal process of appointing sub-committee members.
6. Kevin Hawley to get Retirement Card for Linda Witko for BOD to sign.

Approved by:

Secretary’s Signature: _____/Date: _____

Board Member’s Signature: _____/Date: _____