

Downtown Development Authority

Board Meeting Minutes

February 11th, 2015

Present: Charles Walsh, Brandon Daigle, Brettnee Tromble, Lisa Burrridge, Peter Fazio, Charlie Powell, Louis Taubert, Sona Rummel, Kevin Hawley, Jackie Schulte, Liz Becher

Excused: Brian Scott Gamroth, John Johnson, Scott Murray

Call to Order: Chairman Charles Walsh called the February 11th, 2015 meeting to order at 11:31 am.

Public Comments: N/A

City Report

Mayor Charlie Powell

- Not in downtown district but City Council approved the YMCA infrastructure funding

Liz Becher

- RFP for the parking structure getting ready to roll out
- City has met with Library; long term desires for possible relocation or expansion
- Digital signs passed last fall the new ordinance and municipal code to monitor message signage; illumination/brightness factor, flashing/strobe effects, and full motion video. Those are the three issues that the council decided on and they have begun to educate business owners and signage companies.
- The City has continued to use the College GIS class. Having that level of data for development is beneficial to the Downtown area.

Comments/Questions –

- Market Rate Housing in the Convent; working with developers for affordable housing, rescue housing, house of hope, or emergency housing.
- Library does not have to be by the River. They are open to alternate sites.
- Charles Met with John Patterson spoke about 3 topics
 - The top 3 goals for the City Council over the next 2-7 years
 - Downtown
 - Infrastructure, including parking garages
 - Recreation

- Continue positive press towards Plaza, keep appropriate messages at the right time
- Keep delegation informed and engaged; Drew Perkins is interested in the State building and very interested in Plaza
- Charlie added that there is a lot of support from Council for Downtown.

Approval of January, 2015 Board Minutes

Motion, Second, Passed (Brandon Daigle, Louis Taubert)

Financials – Brettnee Tromble

DDA:

- Notifications- Bookkeepers increased check was due to year end reporting and new staff training
- New equipment: Director Laptop and reception TV, which were budgeted items.

Parking Garage:

- Payroll expense went up due to staff increases but is back to normal.

Comments/Questions: Brandon asked about updating to Color Printer, if it would fit in a specific line item. Also, there will be additional costs for new employee, we have purchased desk, chair and whiteboard. We still need a computer and software for the new employee. There are plenty of line items where these items will fit.

Approval of January, 2015 DDA & Parking Garage Financial Reports & Payments

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

Director's Report – Kevin Hawley

Project Milestones

- Wyoming State office of Tourism Conference, talked about Total Solar Eclipse and Plaza. Help strengthen relationships with Board of Directors and Staff from CVB.
- Total Solar Eclipse, State Office of Tourism will make their marketing team available for Casper.
- There are 50,000+ people that will be coming to Casper for the Total Solar Eclipse August 21, 2017. We want to keep them here for a few days with events around town.
- CAEDA set up an info share meeting with Chamber, CVB and DDA, defined where each department overlaps and where others need help. Additional meeting are scheduled and DDA Board will be kept apprised of outcomes.

- Airport is looking to update their parking infrastructure with new ticketing machines and gates. Invited DDA to sit in on the RFP process to learn what is available and associated cost.

Accomplishments

- Temporary and Conditional Funding Contract was approved by City Council.
- CAEDA and CVB both provided a formal letter of support for DDA. The Chamber of Commerce needed to wait until their next regularly scheduled Board meeting to approve a formal letter of support, which was after our council approval date. The Chamber did say they had an informal thumbs up from the Executive Committee but could not send a letter until the full board reviewed and approved the document.
- Casper Citizens Academy is a large time commitment but has been a great tool for learning more about the City and is proving useful for day to day affairs related to downtown.
- Brand Launch party and Press Conference were successful and well-received
 - Signage through-out town and Hollywood type sign on Event Center hill are the next steps for the City

Comments/Questions- Charlie; Council was approached by Chamber about updating/moving to be with Visitor's Center and talk of being in the same building with DDA.

Committee Reports –

A) Executive Committee – Charles Walsh

- Discussed meeting that was held to identify potential plaza contributors
- Brandon will create potential donor list and disperse to full board

B) MARCOM Committee – Pete Fazio

- Pursue positive plaza statements from groups within town.
- Lindsey Grant will have rough draft March 1st of campaign materials. Have polished campaign materials by March 15th.
- Have purchased a \$2.99 domain for plaza website
- Plaza Survey will go out by March 15, partnering with Chamber and CVB to help get it out.

C) Finance – Brettnee Tromble

- Revisions on the Long Range Development Plan, need to add updated maps and prepare the marketing/educational portion of the document that needs to be finalized.

Comment/Question- Wyoming Community Foundation, going to wait until we have the first large donor to activate.

D) Infrastructure – Brandon Daigle

- Met with MARCOM to get the campaign packet together
- Met with Ian Catellier regarding state office building
- Met with building owner, to determine a lease agreement
- Met with strategic priority projects
 - Plaza, Gateway and way finding projects

E) Governance – Charles Walsh

- 501 3 (c) looks promising to set up for Plaza
- Wyoming Community Foundation for capital fundraising and endowment

Action Items:

- Kevin meet with Liz and Infrastructure on Garage RFP
- Kevin investigate printer office upgrade
- Investigate Donor Ask Video- Rapid City footage & Quotes
- Brandon Daigle distribute Ask list with all of Board of Directors to pair up for ask or add to list
- Set up meeting with Infrastructure and Liz to discuss priority projects.

The meeting was officially adjourned at 12:32 pm to go to Executive Session to discuss Human Resource items.

Approved by:

Secretary's Signature: _____/Date: _____

Board Member's Signature: _____/Date: _____