

## **Downtown Development Authority**

### **Board Meeting Minutes**

May 13<sup>th</sup>, 2015

**Present:** Charles Walsh, Brian Scott Gamroth, Brettnee Tromble, Lisa Burrridge, Pete Fazio, Charlie Powell, John Johnson, Sona Rummel, Louis Taubert, Kevin Hawley, Lindsey Svejovsky, Liz Becher, Kathy Stepp, Charlie Terrell, Dan Cantine

**Excused:** Brandon Daigle

**Call to Order:** Chairman Charles Walsh called the May 13<sup>th</sup>, 2015 meeting to order at 11:31 am.

**Public Comments:** Charlie Terrell (Charlie T's Pizza), introduced himself and Kathy Stepp (Donnell's Candy) who was representing the Downtown Casper Business Association (DCBA). Charlie expressed the importance of improving the communication between the DDA and DCBA.

### **City Report**

#### **Mayor Charlie Powell**

- No comment, deferred to Liz Becher.

#### **Liz Becher**

- Old Yellowstone District Oscar ceremony on Monday night, Kevin Hawley won an Oscar for Slow Ride leadership.
- GIS Advisory meeting, last fall launched GeoSmart for our local database, Chamber, OYD, DCBA, DDA can put activities on the map. People can get all their questions answered in one place.
  - Add summer activities to maps.
  - Total Solar Eclipse 2017; having all the information for visitors and citizens, where people can stay, where the best viewing places will be, parking and all activities that will happen during the week.
- Charlie, One Cent 2015 allocations, some council members were unhappy with some of the plans for the trails system. The amount allocated was about 30% of their original ask.
- Louis asked about I-25 beautification entrances. The next public meeting is May 19<sup>th</sup>. Have not had a lot of attendance but things are still happening.
- Brian asked about the level of confidence for Total Solar Eclipse? How big is it really going to be? Liz said they've wondered the same thing, but there seems to be a high

level of confidence that an estimated 30,000-50,000 people will be in Casper during that time. Brian also states parking still seems to be an issue especially for overnight parking right in front of Wyoming National Apartments.

### **Approval of April, 2015 Board Minutes**

***Motion, Second, Passed (Brian Scott Gamroth, Sona Rummel)***

### **Financials – Brettnee Tromble**

#### **Parking Garage (PG)**

- 83% through fiscal year, 50% operating expense 75% total revenue. A little short on revenue.
- Payments out of PG this month, rent, private parking signs for 1<sup>st</sup> & Center lot, Charter, Rocky Mountain Power, payroll, billing issue that was solved.

#### **DDA**

- 60% of budget, revenue 147% with \$100,000 monies from the City, with just mil levy 67%
- Payments for DDA this month, rent, half of Adbay for promotional video, we will settle up once new fiscal year begins, sponsorship for Nic fest, Chamber dues, Charter, Rocky Mountain Power and payroll.

### **Approval of April, 2015 DDA & Parking Garage Financial Reports & Payments**

***Motion, Second, Passed (Lisa Burrridge, Brian Scott Gamroth)***

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

- CPA meeting- informed about Public Plaza; they were very happy with the idea of the plaza and they gave a great compliment about the new Public Restrooms.
- State office relocation still working with Brandon on that to get as many options as we can.

#### **Accomplishments**

- Lindsey has been working on the Wyoming Business Council Grant; there were a lot of moving parts; had to meet with the county and city and Lindsey kept things on track.
- Thank you to Liz for the recognition during OYD Oscars.
- Total Solar Eclipse meetings; making sure there are concerts and other activities during those 3 days; people are able to get downtown.
  - Pete asked about having VIP areas in downtown. Kevin said that we could look into it but it may be up to the individual property owners.
- City-wide brand board; the city has stepped up in it getting out there.
- Thanks to staff; cleaned out flower beds, to keep downtown beautiful before planting.

- A second thanks to staff; we order stickers and started towing for any violators in the parking garage.
- Harmony, Hops and Hope has moved to Mike Lansing Field; they said it was too big of a headache, closing streets, getting complaints from merchants. The committee is pro-plaza and hopes to come back downtown once it opens!

### **Committee Reports –**

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

- Focused on budget for 2015-2016
  - Louis asked about what came from Science Zone meeting, Kevin said we spoke with them; they are hoping to have a summer event in vacant parking lot across from their building.
  - Kevin also wanted to recognize that Dan Cantine who is the Executive Director for 12/24 club joined the meeting.

#### **B) MARCOM Committee – Pete Fazio**

- Still working on Public Plaza private funding Asks.
- Two new sponsorship requests
  - Lion Club - one night event at The Wonder Bar; declined on the request.
  - Rally Fashion show; having a farmers market and a fashion show with downtown merchants in the proposed public plaza. Declined on the donation request due to lack of support material.

#### **C) Finance – Brettnee Tromble**

- Have a draft operational budget for DDA and Parking Garage budget; we are not presenting them until June due to unknown about the parking garage management contract.
- Have the budgets figured both ways, whether we get the parking garage or not.
- Charles, asked Liz when we would know on Parking Garage, hopeful to know before the next DDA Board meeting.
- Thanks to Liz, for all the maps for the Market Driven Funding and it is in final revisions.

#### **D) Infrastructure – Lisa Burridge**

- Potential donors: we have \$1.5 million raised for the Plaza
- Louis asked about the time frame for the land acquisition: when do we need to know by; July 15<sup>th</sup> is the next state meeting for State Building disposition.

#### **E) Governance – Scott Murray**

- Focusing on Plaza and 501c3 for the plaza.
- Kevin mentioned that Bill Luben asked why we pursuing a 501c3, since the DDA is an arm of the City. We have protection under the city such as liability coverage. If we become a 501c3 we will have to provide our own liability insurance. Called Rapid City; they spend \$30,000 annually on insurance since they are a 501c3. Going to look into the options that we have to move forward.

Action Items:

- Kevin to invite Louis Taubert to Rotary as his guest.
- Follow up with WyoCity branding campaign.
- Parking Garage RFP is due May 22<sup>nd</sup>

Louis asked about the Convention Center; Charlie said with Mick McMurry's passing it has slowed down the process. It's still moving forward but there are new potential hurdles. Lisa asked if there was any thought of having the Convention Center relocated to downtown. No current thinking in that direction.

**Adjourn to Executive Session to discuss property acquisition at 12:23pm**

***Motion, Second, Passed (Brian Scott Gamroth, Lisa Burrridge)***

Approved by:

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

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