

Downtown Development Authority

Board Meeting Minutes

August 12th, 2015

Present: Charles Walsh, Brettnee Tromble, Lisa Burrige, Brian Scott Gamroth, John Johnson, Scott Murray, Charlie Powell, Louis Taubert, Sona Rummel, Kevin Hawley, Lindsey Pariscoff, Jackie Schulte

Excused: Brandon Daigle, Peter Fazio, Liz Becher

Call to Order: Chairman Charles Walsh called the August 12th, 2015 meeting to order at 11:32 am.

Public Comments: N/A

City Report

Mayor Charlie Powell

- Working on the City manager and Council search, they are on an accelerated schedule.
- Charlie was at the Suicide prevention task meeting yesterday, the committee talked about giving out gift cards to survey takers. They mentioned giving Eastridge mall gift cards, but about 8 people said they would rather give downtown gift cards.

Approval of July, 2015 Board Minutes

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

Financials – Brettnee Tromble

DDA:

- One month into our new budget
- 10% of operating budget for the year, planters, insurance, and sponsorships
- Checks Rocky Mountain Power, Rally, Adbay, Casper Star Tribune, Charter, City of Casper for rent, Mood music service, and City of Casper for water

Parking Garage:

- Two month budget, with the extension of the contract only for two months.
- Administrative cost 43% and revenue is 50%
- Checks Rocky Mountain Power, City of Casper for rent, Charter and water

Questions/Comments: Louis asked about the budget for garage staff, Brettnee stated we allocate some of Kevin's payroll, admin is Jackie and the staff is the two attendants over there.

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

Motion, Second, Passed (Lisa Burridge, John Johnson)

Brian recused himself from the Town Square media Sponsorship

Director's Report – Kevin Hawley

Project Milestones

- State office relocation
- Still meeting with CAEDA, CVB, Chamber, and Airport.
- CVB is interested in creating a phone app for visitors and locals to see what's going on in Casper. We will help with the downtown aspects.

Accomplishments

- July 15th meeting with the state, they agreed to sell the property, with proper contract and agreements.
- Working with State, Bill Luben, and Scott Murray on contract for the property.
- Public budget hearing, everything passed, no one showed up to oppose
- Year-end financials to the city are complete, PMCH has city audit, finished with 1st half of State audit once they receive that, they will send 2nd half.
- The three board members who were up for renewal passed last week and they are board members for the next 4 years.
- The Roaming Buffalo this past weekend, was a huge success, people were there right at the beginning.
- The Balloon fest was another huge success for a downtown event
- Art Walk, 1st Thursday of the month, people are all over downtown at 5:30 pm.

Planned

- Continue fundraising for Plaza
- Fall Fest WyoCity Days, Sept 26th, downtown on 2nd street Center to David, then up to Midwest
- Total Solar Eclipse
- City and State contracts for the State office relocation

Questions/Comments:

- Louis mentioned Bozeman, MT parking garage is very nice. They have an all automotive system, gives ticket and takes credit cards. Kevin mentioned that it is a newer parking garage, so they had the infrastructure built in, it will cost us a lot to switch over to that.
- Kevin mentioned the parking garage contract renewal will hopefully come within the next two weeks. It will be due September 4th, the next board meeting is the 9th of

September. Do you want to hold a special board meeting or would the board allow the executive committee to make the decision?

- Lisa moved “We the board empower the executive committee to make the decision in regard to the parking garage contract.” Louis seconded
- Louis went back to the parking garage, asked when Kevin went to the Airport, what did their upgrades end up being? Kevin said he wasn’t sure exactly what their upgrades were or price. To fully automate the parking garage it’s about \$180,000. What does Bozeman do for monthly parkers, Charles said they have an infinity card.
- John, even if we were automotive, wouldn’t we still have administrative cost over there. We could cut it in half.
- It all goes back to enforcement, we need to enforce people to use the parking garage. If the City doesn’t enforce the two hour parking limit, people aren’t going to pay if they can park for free. John asked if there is any free parking in the garage. Maybe we need to have an hour for free parking.
- Brian, the real problem in downtown is residents and business owners. It all comes down to enforcement for parking. Mentioned a scan system, that you drive by it views the license plate numbers, drive by later and tells you which vehicles have been there too long.
- Louis, asked about Two Tymers and Gloria Monroe, why they are so behind on rent. Two Tymers, we’ve reached out to them, email, call, drop by, and mail letters. Still haven’t heard anything from them. Gloria, no longer parks there, came in and paid 25% and will continue to make payments.

Committee Reports –

A) Executive Committee – Charles Walsh

- Discussed financials, fundraising, state office relocation, plaza plans, and strategic plan/board retreat.

Questions/Comments: John asked about fundraising, asked if the people who’ve agreed to donate know what’s going on. Recommended promo flyer email monthly with updates. Also, ask list and updated timeline to board members. We need to create a donor flyer with updates on status of Plaza once a month. Also, create a pledge form for donors to fill out.

B) MARCOM Committee – Kevin Hawley

- Sent out emails regarding Chip seal schedule that starts this week in downtown Casper.
- Plaza site is ready to launch
- Press release on bike racks, all are installed with help from Lisa Burrige and Associates and the City of Casper.
- Fall stakeholders meeting is in the beginning phases.
- Sponsorship asks, AIA is having an annual meeting here in Casper, mostly in the Yellowstone District area. The Marcom committee felt it was more towards CVB's market. Don't recommend the sponsorship ask.

Questions/Comments: Charles asked about Science Zone event, what was the turn out? Kevin said there were a lot of families and kids down there, he believed it was too long of an event.

C) Finance – Brettnee Tromble

- Public budget hearing, everything passed, no one showed up to oppose
- Year-end reporting
- Question: Market Driven Funding, marketing educational piece still needs completed. What timing would you like to get it complete?

Comments: Charles asked Charlie what the councils thoughts are on this. Charlie said Steve Cathey is opposed, other than that, there hasn't been much discussion about it recently. How much is it going to get us? In the first year \$15,000; but once it's stable it will be self-sustain and fund some of the events that are being brought to town. Lisa, thinks as a board that we need to go visit with the council, and talk about it, not sure if it's a misunderstanding. Not sure why any council member would not support it. It is agreed upon that we continue with the process so that the Plaza can benefit from it.

Charles said, he, Kevin and Brettnee need to get together and come back next meeting with a report on results.

D) Infrastructure – Kevin Hawley

- Bike racks are all installed, in front of Metro, in front of The Wonder Bar, and another in an empty space in the parking garage.
- RFP for plaza went out, due at the end of this month
- Note: Any design that has been seen of the Plaza, was to get a rough idea and price, the design was donated by MOA.
- Charles asked about the RFP selection committee, as long as Brandon recuses himself of any discussion, he can in fact submit an RFP for the Plaza.
- Louis asked if there was any talk of making the submitted RFP's anonymous, with the RFP it is asked to give previous work and staff, it could be difficult to change all names and projects.
- Kevin has talked to Louis, John, Lisa, Andrew Beamer, Bill Edwards

E) Governance – Scott Murray

- After meeting with the City it was discovered that we do fall within the City scope and receive liable protection. Saves us \$30,000 in liability insurance for Plaza.
- Working with the City on all the contracts

Comments/Questions: Brian talked about the success of the downtown events that have happened these last few weekends. Charles then mentioned the drunkenness of the events, realizing it could potentially be an issue. We need to be aware of things.

Action Items:

- Investigate Parking scan system for ticketing at Parking Garage
- Lead effort to address parking downtown enforcement- 1st of the year
- Fundraising- send out updated fund list to full board
- Monthly update for donors to keep them in the loop
- Pledge form for donors
- Press release 2nd week of Sept.
- Update timeline for Plaza
- Get marketing pieces done for Market Driven Funding
- Visit with Council members on Market Driven Funding
- Update timeline with Market Driven Funding

Motion to Adjourn

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

The meeting was adjourned at approximately 12:48 PM.

Approved by:

Secretary’s Signature: _____ /Date: _____

Board Member’s Signature: _____ /Date: _____