**Downtown Development Authority**

**Board Meeting Minutes**

**December 12, 2012**

**Present:** Charles Walsh, Brandon Daigle, Brian Scott, Brettnee Tromble, Sona Rummel, Kate Sarosy, Bill McDowell, Kale Prewitt, Liz Becher, Renee Penton-Jones

**Excused:**  Neil Short, Mike Stepp, Dick Munroe, Randy Pryde

**Call to Order:** Chair Charles Walsh called the December 12, 2012 meeting to order at 11:32a.

**Public Comments:** Charles acknowledged Tom Crull, President (elect) Casper Area Chamber of Commerce. Tom spoke to the board. Tom reported that the chamber’s marketing committee is reviewing their social media presence and will make recommendations to the board regarding replacing existing software. Leadership Casper is learning about the local tourism industry and will be touring the Casper Events Center and Natrona County International Airport. Tom said the Chamber was proud to participate in the welcome home salute to PFC Colton Sasser. Tom listed upcoming dates for Chamber events: 1/3 – Business Before Hours at the Chamber, 1/09 – January Quarterly Luncheon at the Petroleum Club, 1/17 – January Business After Hours, 1/18 – Winter Wonderland Game and Dance Night at the Ramkota, 2/21 – Chamber Business Expo at the Parkway

**City Report**:

1. Kate Sarosy – Kate told the board that Paul Meyer has elected not to pursue the role of mayor for the 2013 City Council, opting to continue as vice-mayor, instead. She said that Kenyne Schlager and Paul Bertoglio have expressed an interest in the position and the council will take a straw poll at their next meeting. She said that the mayor will appoint her replacement to the DDA board.
2. Kate announced new members of the OYD Advisory Council: Stormey Dean with WYO Central Federal Credit Union, Andrew Hilston with Hilston Appraisals, Tom Heald with Wyoming Plant Company and Bruce Copperud with Comtronix, who was reappointed. The other member is Ron Nemetz with MOA Architecture.
3. Kate told the board that the community wide strategic plan will come before the council next Tuesday. She said there is some controversy over whether the sitting council will adopt it.
4. Liz Becher – The council has decided to present the strategic plan in a resolution format which will open next Tuesday’s council meeting for community input. She said that she looks forward to hearing input from the public about the process.
5. Liz spoke about the downtown strategic plan. She said that the DDA can formally adopt the plan. Liz suggested that a thank you letter to the council regarding the many hours city staff had invested to assist with plan development. She also reminded the board that the Amoco Reuse joint powers board had contributed $50,000 and volunteer time toward the plan. Renee thanked her for the suggestion and agreed to draft letters.

**Approval of November, 2012 Board Minutes with Acception**

***Motion, Second, Passed (Lisa Burridge, Brian Scott)***

**Financials – Brettnee Tromble**

Brettnee noted that total year-to-date operating expenses were right in line at 42%. She reportedthat funds totaling approximately $58,350 had been deposited so far in November and December, with expectations of mill levy assessments being received through the first half of next year. Brettnee presented December payments, pointing out expenses to the Chamber of Commerce for holiday parking, Team Networks for a new hard drive and main processor and Oil City Printers for city council project update copies. She said that a separate city projects line item had been created under unallocated reserves on the budget.

**Approval of October, 2012 Financial Report**

***Motion, Second, Passed with Brian Scott Abstention (Brettnee Tromble/Kate Sarosy)***

**Director’s Report – Renee Penton-Jones**

1. Renee thanked the board for all of the hours they had devoted toward the upcoming presentation to the city council, along with all of their efforts with the upcoming holiday party and other board projects.

**Old Business**

1. **Constituent Holiday Report and Reception – Final Review -** Charles reviewed the agenda, restaurant and beverage providers for the upcoming holiday report and reception with the board. He encouraged that all of the board attend the event.
2. **City Project Update -** Brandon gave an overview of the previous evening’s project update presentation to the city council. Brettnee spoke about grant timelines and the need to act in a timely manner in order to capitalize on Wyoming Business Council grants. She told the board that her presentation to the council had included a sales tax TIF and the potential for the DDA to work with the city toward implementing it. Charles expressed his gratitude to board members for participating and attending the meeting. He said he feels the sales tax TIF is a great opportunity to establish a source for sustained funding. Brian commented that he saw positive responses from the city manager and several council members. He said that the way John Patterson was breaking down associated costs made all of the projects more attainable. He also said that Aaron McCreight with the CACVB also expressed positive interest in the projects. Brian suggested that the CACVB board may be a source of future funds.

**New Business**

1. Charles announced to the board that there were two applicants for available board seats: John Johnson with JRG Restaurants and Lou Taubert with Taubert Ranch Outfitters. Both gentlemen had requested and received application packets. Charles asked that the Governance Committee convene to complete the nomination process as soon as the packets were returned. Charles noted that both candidates bring fresh perspective to the board and are well respected leaders in the community. The goal is to submit both candidates to the city council for approval in time for their participation at the upcoming DDA retreat.

**Committee Reports**

1. **Executive Committee**
2. Charles said that committee met briefly and focused on the presentation to the city council, the holiday reception and the process to move board candidates forward. Brandon and Charles reported that they both had received proposals from potential facilitators for the 2013 board retreat. Charles said that there were large discrepancies in requested fees that would need to be further researched. He also indicated that he would like to wait until the two new board members were in place before scheduling the retreat.
3. **Finance Committee** 
   1. Brettnee reported that finance had devoted their time toward developing and finalizing the project presentation for the city council. She said the committee will be working on setting up meetings with the CAVCB and other organizations in an effort to seek additional project funding. Charles reinforced the need to meet with other organizations to engage their support for the projects since they are citywide in scope. Brandon commented that he had discussed branding with Aaron McCreight, agreeing that there was a need for a cohesive message, with other organizations being engaged in the process of identifying and incorporating their respective niche. He said a common brand would resound.
4. **Infrastructure Committee**
   1. Brandon said his committee will go forward with city staff, working on developing RFPs for various projects. Bill McDowell suggested that Brandon work with the county on including Natrona County Parks in the branding process. He said he likes the idea of working together on the branding process.
5. **MARCOM Committee**
   1. Sona reported that the committee will work on the first quarter newsletter in the coming weeks. She asked that board members bring cameras to the holiday reception so the committee would have photos of the event to include in the newsletter.
   2. Sona discussed the MARCOM committee’s multi-purpose brochure. She said that the committee would like to have Charles attend a special meeting for the purpose of discussing layout and content. It was agreed that the piece needs to be compelling, factual, educational and creative. Charles reminded the board that the brochure will be used for annexation and mill levy purposes. Charles also stated that he feels there should be a commitment for the board to visit with property owners in the coming year so they are informed as to the amount the mill levy returns, along with projects that the DDA has completed. Lisa asked whether it would be prudent for the Casper Star to print stories about ongoing DDA projects, etc. She said Nathan Bekke at the Star would be interested in publishing newsworthy items.
6. **Governance Committee**
   1. Charles will meet with Cathy Carson and Kate Sarosy to review board applications and discuss the overall process.
   2. Brian Scott thanked Kate for all of her outstanding contributions to the city and told her she would be missed.

**Action Items:**

1. Renee to draft thank you letters to city council and Amoco Reuse Joint Powers Board for their involvement in the downtown strategic planning process.
2. Renee to schedule a meeting with Charles, Liz and Dave Hough to discuss the DDA role with the citywide branding process.
3. MARCOM to take the lead on implementing the branding process with the city and other organizations after Charles and Renee meet with Liz and Dave. Brettnee to be involved from the funding aspect.
4. City Staff to be informed as to future meetings.

**Motion to Adjourn**

***Motion provided (Brian Scott)***

There being no further business the meeting was adjourned at 12:25pm.

Approved by:

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

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