**DOWNTOWN DEVELOPMENT AUTHORITY**

Board Meeting Minutes

February 8, 2012

**Present:** Peggy Brooker, Randy Pryde, Cathy Carson, Brettnee Tromble, Kate Sarosy, Liz Becher, Dick Munroe, Charles Walsh, Sona Rummel, Mike Stepp, Brandon Daigle, Brian Scott, Renee Penton-Jones

**Public Comments:** Peggy acknowledged Kelly Byer, Casper Star Tribune

**Call to Order:** Chair Peggy Brooker called the February 8 meeting to order at 11:34am.

**I. City Report**

**Kate Sarosy -** Kate talked about the upcoming strategic planning process. She noted that Charles, Peggy and Renee joined downtown property owners, Paul Meyer, Liz Becher and her to review the 20 submissions for a strategic planning consulting firm. The committee narrowed the list down to 5. From there, the firm of Crandall and Arambula was unanimously selected for the project. Kate said the City Council had approved $50,000 at their meeting on February 7th. She thanked the Amoco Reuse Joint Powers Board for matching the $50,000. Kate felt it was a great process. Brettnee asked about the involvement of the joint powers board and whether the scope of the project would change as a result. Peggy and Kate explained that the process would include the Old Yellowstone District with a larger boundary area yet to be defined.

**Liz Becher** - Liz will inform the board of the schedule for meeting with Crandall Arambula after a few details have been finalized. The meetings will begin on February 21 and complete on February 22. There will be several locations including storefront, City Hall and the Events Center. Liz will share the media releases with Renee so she can work with Brian Scott on getting the information out. Liz also told the board about the upcoming presentation on February 21 at 4:30p in council chambers to discuss findings for a new conference center. She said that Crandall Arambula will be present for the meeting.

Liz told the board that additional Facade store front grants are in process. She said she is working on the Bishop property on Wolcott and Midwest, the new Bi-Rite property remodel, Fischer Auto Body and the Elks Lodge.

Liz and other staffers participated on January 26 in the homeless count for Natrona County. She said they take one day and go into the community to determine sheltered and unsheltered homeless. She said they reported 523 homeless for Mills, Casper and Evansville after working to cover a variety of areas throughout the community from 6a - 10p. Liz said that the downtown area had quite a few homeless individuals. Federal funds are made available based upon the statistics that are provided. The funds derived from this process will be utilized for homeless initiatives.

**Approval of January, 2012 Board Minutes**

***Motion, Second, Passed (Cathy Carson/Brettnee Tromble)***

**Financials -** Brettnee presented financials for board consideration. She noted that the DDA is operating at 46% of total budget and 53% of projected revenue numbers for the current fiscal year. Brettnee said she is pleased with the year-to-date figures. Brettnee also reviewed the February payments. She noted the check for the National Historic Trust is for a monthly publication that provides information for Renee's professional needs. She said that subscribers also receive a discounted rate for the Main Street Conference. Brettnee also drew attention to an expenditure for Renee's airline tickets for the upcoming conference in Baltimore.

**Approval of January, 2012 Financial Report**

***Motion, Second, Passed (Randy Pryde, Kate Sarosy)***

**Approval of February, 2012 Payments**

***Motion, Second, Passed (Brian Scott, Cathy Carson)***

**Director's Report -** Renee discussed appreciation for the opportunity to sit in the selection committee for the strategic plan consultant selection. She said it was worth all of the time and energy and said she looks forward to the planning process. Renee noted that she is working with the NicFest committee to find a better solution for engaging downtown merchants. She said she has suggested extending the festival atmosphere into the downtown streets with merchants acknowledging this year's theme with decor and sidewalk activity. Renee is also working with Wild West Photo Fest and Sunrise Apartment grand opening.

**New Business -** The upcoming strategic planning process was discussed during the City Report.

**Old Business -** Brettnee went over the Joe Minicozzi contract with the board, drawing their attention to additional travel expenses up to $2,000 that are over and above the $5,000 commitment. Brettnee noted that CAEDA had not yet confirmed their $1,000 donation. She said that she did have commitments from OYD for $2,500, First Interstate Bank for $500, Hilltop and Jonah Bank for $250 each. With those commitments, Brettnee told the board she is comfortable to proceed with the contract. Liz asked for clarification on the definition of boundaries and Liz offered to provide a GIS map that would incorporate defined boundaries. Charles asked how the Minicozzi presentation would interact with the strategic plan. Brettnee said that she felt the Minicozzi presentation would speak to the "why" and the plan would answer the "how". Charles wanted to make certain that the presentation not be a distraction and asked if Crandall & Arambula could be approached for acceptance of an integration of both. Peggy said she would be following up to make certain everyone was aware and on board. Brandon asked whether the materials could be utilized for attracting developers in the downtown area and Brettnee confirmed that the DDA will own all of the finished product.

**Motion to Approve Contract for Joe Minicozzi**

***Motion, Second, Passed (Kate Sarosy/Mike Stepp)***

**Committee Reports -**

**A) Executive Committee -** Nothing further to report

**B) Finance Committee -** Brettnee said she had previously emailed a report detailing the committee's recent conference call with the Cheyenne DDA regarding their TIF program. Brettnee emphasized the importance of establishing a base year along with a structured communication plan during the entire process so that property owners and merchants are all made aware that they would not pay any additional taxes and that mill levy procedures would continue to be in force. Brettnee noted that the TIF would accomplish earmarking revenue to be utilized for ongoing downtown projects. She also said that assessing boundaries prior to beginning the process would be very important. Charles asked about the Cheyenne TIF model in comparison to Ft. Collins and Brettnee pointed out differences in the two. Mike thought that incorporating individual projects as in the Ft.Collins DDA example would be a consideration for the Casper model. Brettnee said she would be talking to Billings and comparing all of the different options with her committee prior to advancing the project. Charles commended Brettnee for all of her work. Brian asked for clarification on boundaries and Peggy explained the rules of becoming a part of the DDA. Brian noted that the opportunity for reassessing our boundaries and Brettnee noted that the finance committee will be addressing this. Brettnee said Cheyenne had shared their history of TIF implementation and that her committee would be utilizing the information. Brettnee cautioned that it will take a few years for TIF revenues to grow. She also mentioned the importance of working closely with the City on an ongoing basis, developing a partnership on projects, etc. . Brettnee said she is going to be meeting with Kim Rightmer to examine funding possibilities from the Wyoming Business Council.

**C) Infrastructure -** Dick reported on the downtown sound system, stating that there are more questions than answers. He confirmed there is conduit for the system but noted that the existing sound is on pole lights vs. decorative lights. He said there must be a different solution for hanging speakers. He also said there are more fixtures than speakers and it makes a difference that the speakers will be mounted lower than existing speakers. Dick said new equipment could be placed in Charles' basement with some challenges for taking the sound from the basement out to the street. Dick remarked that there was poor planning on the part of the City. He also asked whether there are funds left from the original $140,000 commitment to be used for adding sound. Dick said that in the future, there needs to be better planning. Dick said he wants Dan Wierling with Audiomatrix to come to town and visit the options for a more efficient system. Dick said it is a work in progress.

D) MARCOM Committee - Mike reported on the finalized awards recommendations. He said that sizes were determined based upon the scope of the project for each individual. Peggy asked the board for any other certificate recipient suggestions. Liz added the DCBA for their Christmas Parade and Brian added the Lions Club for the Central Wyoming Fair and Rodeo Parade. Peggy asked the board to add any other certificate suggestions as soon as possible.

Mike said the newsletter should be finalized prior to the next meeting.

Mike also updated the board on the electronic media campaign.

**E) Governance -** Cathy asked the board to review proposed bylaw changes. She asked them to consider replacing the sentence on page three, Section 7 of the bylaws which currently reads: Conflicts of interest for the Board are the same as set forth in W.S. 15-9-220. The new sentence would read: The Authority's Board is bound by the provisions of W.S. 15-9-220 and Chapter 2.60 of the Casper Municipal Code pertaining to the Public Service Code of Ethics. Cathy noted that the board will vote at the next board meeting in order to be in compliance with the 5 day review period. Brettnee questioned whether committee chairs should have the ability to enter into a contract. There was discussion as to whether a board member would want to risk personal liability. The board concurred that it would be preferable for the board chair to execute all contracts. There was also discussion regarding committees as they relate to the bylaws. Kate stated that committee structure is up to the DDA to determine. The number of board members sitting on a committee will be re-stated as a minimum of one. Liz asked whether a DDA board member had applied to sit on the Library committee and Brian Scott told the board that he will be serving.

**Motion to Adjourn**

***Motion, Second, Passed (Cathy Carson, Kate Sarosy)***

The meeting was adjourned at 12:42 pm.

Approved by:

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

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