

**Downtown Development Authority
Board Meeting Minutes
February 13, 2013**

Present: Charles Walsh, Brian Scott, Brettnee Tromble, Sona Rummel, Charlie Powell, Bill McDowell, Lisa Burridge, Louis Taubert, John Johnson, Renee Penton-Jones

Excused: Mike Stepp, Brandon Daigle, Bill McDowell, Kale Prewitt

Call to Order: Chair Charles Walsh called the February 13, 2013 meeting to order at 11:34a.

Public Comments: Charles welcomed John Johnson and Louis Taubert to the board. He also recognized Robin Mundell, Casper Area Chamber of Commerce. Robin reported that the Chamber has opened its Business Plan Challenge. Any new or existing business is eligible to win services valued in excess of \$12,000.00. The competition is open until March 15, 2013. Robin noted that the Business Expo will take place on February 21st at the Parkway Plaza. She said there are still a few booths available and there will be a Business after Hours immediately prior to the Expo. Robin also noted that the Chamber is in their budgeting process with their new fiscal year scheduled to begin on April 1st. She told the board that Tom Crull will assume the board presidency at that time.

Approval of January, 2013 Board Minutes

Motion, Second, Passed (Brian Scott, Brettnee Tromble)

Financials – Brettnee Tromble

Operating expenses through January are at 51% of budget with revenue collections at approximately 61% of budget, in line with previous years. Brettnee said she did not see any line items that caused concern. Brettnee reviewed the February 2013 check run. She highlighted two checks: 1) \$5000.00 to Prairie Properties (Dana Deuel) for sidewalk improvements reimbursement and 2) \$5,000 payment to Community Investment Group for grant writing services involving public restrooms and the city parking garage. Mr. Deuel was the first property owner in 2013 to take advantage of the DDA sidewalk improvement matching funds program. Charles explained to new board members that the DDA renewed a \$25,000 fund for fiscal 2013 that allows property owners within the DDA to apply for up to a \$5,000 matching grant. Sidewalk improvements, security lighting and graffiti abatement all qualify.

Approval of December, 2012 Financial Report

Motion, Second, Passed with Louis Taubert Abstention (Lisa Burridge, Brian Scott)

Director's Report – Renee Penton-Jones

Renee provided an update to the board regarding a meeting with city staff and the grant writer who has been retained for the purpose of coordinating the WBC grant application. She outlined the short turnaround time for completing the application process, noting that board members would be called upon to assist with finalization of projects assigned to them. Renee thanked Charlie Powell for his outstanding support of the restroom and garage project, reminding the board that the council will have a final vote on February 19 and a referendum of support to follow. Charlie thanked Charles for his outstanding presentation to the council. He said that going forward there needs to focus on explaining tax increment financing to the council members.

Old Business

C&A Strategic Plan Adoption - Charles gave a history of the Crandall and Arambula strategic plan process to the board. He noted C&A recommendations were not all embraced by stakeholders in the DDA and OYD. Charles said city staff encouraged that the DDA adopt portions of the plan that would be workable in the

coming years. He urged that the board move to adopt the plan, in part, due to the fact the grant application process would require the DDA to have a plan in place supporting the public restroom project. He stated that the Executive Committee had devoted a lot of time toward reviewing and modifying the plan they deemed important to downtown growth over the course of the next five years. Charles noted that the intellectual property of the plan is owned by the city and available to the DDA. Louis commented on the importance of the contents of the plan, including a conference center, market rate housing, a grocery store and prime retail. Brian and Lisa discussed contents, agreeing that the city council should be provided a copy of the final draft. Sona asked about removing plans for parking structures on David and on the site of the current library. The board agreed that those items were not relevant for initial plan adoption. Lisa recommended adoption of the plan with exceptions. Charles said that he would ask Brandon to make suggested changes as soon as he was available, with a revised version being sent to the board. Charles also reminded the board that the plan's intent is to be a working document with ongoing edits based upon current conditions. He moved to adopt the plan.

Motion to approve C&A Strategic Plan With Executive Board Recommendations

Motion, Second, Passed (Charles, Lisa)

March 15 Retreat and Board Meeting – Charles reported that the Executive Committee had selected a Cheyenne facilitator for the upcoming board strategic off-site retreat. He said the location will be next to the entrance of the Rocky Mountain Power plant near Glenrock. The March board meeting will be held immediately prior to the start of the retreat at 11:30a. Charles asked board members to confirm availability at their earliest convenience.

Motion to Approve \$1,900 Align Team Contract

Motion, Second, Passed (Brian, Louis)

Grant Process Update/City Council Presentation – Charles thanked Lisa, Brian and Renee for attending the recent city council meeting in support of the DDA Public Restroom presentation. He explained the need for the DDA and city staff to present a project update to the council. Charles explained that city staff and the council felt bundling much needed garage improvements with public restrooms was a good opportunity. He said he is grateful to the council for their 9-0 vote to support.

New Business

Charles introduced attorney Scott Murray to the board. He said that Neil Short had recommended Scott as his board replacement. Charles explained that the Governance Committee had interviewed and recommended board approval of Scott's application. Brian inquired as to Scott's knowledge of Tax Increment Financing. Scott explained that he intends to begin research as soon as possible, noting he didn't have a prior background.

Motion to Approve Scott Murray Board Application

Motion, Second, Passed (Lisa, Brettnee)

Committee Reports

1. **Executive Committee** – Charles referred the board to individual meeting minutes for questions or comments.
2. **Finance Committee** – Brettnee reported that the committee is immersed in grant application preparation. She said that Kim Rightmer, Wyoming Business Council, has been very helpful and supportive of the DDA' application process. Brettnee reviewed the grant timeline, noting that the board would not know whether the grant has been approved until early summer. Brettnee also said she is researching future grants that could be beneficial for downtown development. She asked Kim to research some of the questions she has concerning applicable grant requirements. Brettnee, and Finance Committee, will be pursuing the TIF. Scott Murray will be working with the committee and they will be contacting a local attorney, who was recommended by Cheyenne, to review information and to strategize on the process.

Brettnee gave an overview of tax increment financing and how it will be applied within the DDA for the benefit of the new board members.

3. **Infrastructure Committee** – Charles and Lisa updated the board on Infrastructure progress. Charles reminded the board of Brandon's efforts with the C&A plan, along with providing materials for the grant writing process. Lisa said that the committee continues to discuss branding, along with way finding signage and gateways. Renee said the committee seeks clarification as to whether the city organized branding committee will include community branding as part of their process. She said she has reached out to Liz Becher for clarification and will report back.
4. **MARCOM Committee**– Sona said the committee is working on an overall campaign that will incorporate targeted community leaders for purposes of informing community members of the importance of downtown development. She said a public relations effort is underway that will include letter writing, media appearances, and speaking to local organizations. Additionally, she said that the multi-media campaign that began last spring would continue in 2013. Sona also noted that the committee will continue efforts to work with the DCBA as they continue their reorganization process. Sona said the newsletter should be ready for publication and distribution by the end of the week. She also shared an annexation document with the board.
5. **Governance Committee** – Charles reported that the committee had convened to review Scott Murray's application, conduct Scott's interview, and make a formal recommendation to the board.

Action Items:

1. Brandon to revise C&A plan, removing parking structures on David Street, and at the existing library location.
2. Renee to work with Charles and Charlie Powell on submitting board adopted plan to city council for review and knowledge.
3. Charles to enter into contract with the Align Team for facilitation of board retreat.
4. Renee to send Scott Murray application to Mayor for council consideration.
5. Renee to coordinate retreat details for board.
6. Brettnee to begin TIF process with Finance Committee, including meeting with C. Chapin's office to discuss support options, and make recommendations on accepting the C&A downtown strategic plan.
7. Renee to meet with new board members to provide more background on current issues and projects.

Motion to Adjourn

Motion provided (Brian, Brettnee)

There being no further business the meeting was adjourned at 12:45pm.

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____