

**Downtown Development Authority  
Board Meeting Minutes  
January 9, 2013**

**Present:** Charles Walsh, Brandon Daigle, Brian Scott, Brettnee Tromble, Sona Rummel, Charlie Powell, Bill McDowell, Kale Prewitt, Lisa Burrridge, Mike Stepp, Renee Penton-Jones

**Unexcused:** Neil Short

**Call to Order:** Chair Charles Walsh called the January 9, 2013 meeting to order at 11:35a.

**Public Comments:** Charles acknowledged and welcomed new board member Charlie Powell, Casper City Council liaison. Charlie thanked the DDA for their presentation and efforts at the recent city council meeting, stressing that the support of community leaders needs to continue.

**City Report:**

Kale Prewitt – Kale told the committee that Liz and John would be traveling to Cheyenne, the following week, to meet with the Governor regarding a downtown conference center. He spoke about the RFP process for the purchase/development of the old Pacific Fruit building located on Midwest and Ash. Proposals are due on February 15 and invited the board to join the facility walk through on the January 25<sup>th</sup>.

Charlie Powell - City staff continues collaboration with the DDA on branding and downtown public restrooms. He encouraged persistent presence of community leaders at future city council meetings to reassure other council members of positive community support. He recommended that the DDA continue to lead.

**Approval of December, 2012 Board Minutes**

*Motion, Second, Passed (Brian Scott, Brandon Daigle)*

**Financials – Brettnee Tromble**

Operating expenses are slightly below 50% of budget for the first six months of the fiscal year. DCBA co-op marketing funds were credited to the media expense line.

Brettnee reviewed the January check run. She informed the board that payroll adjustments had been made to account for Social Security tax increases and drew board attention to an added worker's compensation payment.

**Approval of December, 2012 Financial Report**

*Motion, Second, Passed with Brian Scott Abstention (Lisa Burrridge, Brian Scott)*

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

Renee sent letters of appreciation to the downtown restaurants who participated in the recent DDA Holiday Reception; along with letters to the Amoco Reuse Joint Powers Board and the city council, thanking them for their support with the overall strategic planning process. Renee noted the recent success of the 12/24 Club's First Night Event. Increased sponsorships and attendance helped the group to realize a slight profit and encouraged that the board continue its' sponsorship. Brian Scott expressed his positive impression with the attendance and the variety of entertainment offered at various venues. Members of the board expressed their pleasure with the ice carving and fireworks displays. Renee is working with Brian and Town Square Media on a downtown street dance to welcome the CNFR participants and fans. CNFR banners will continue to be displayed in the downtown area. Renee asked board members who have not had the opportunity to meet with her one-on-one to schedule a time as soon as possible. Renee and Brian will be working on the SE

annexation process in the coming weeks. She is finalizing research on property owners within the designated annexation area.

### **Old Business**

New Board Member Update – Charles told the board that the Governance Committee had approved and forwarded John Johnson and Louis Taubert’s applications to the city council for their approval.

Retreat Update – Charles and Brandon received facilitator from proposals from Cheyenne and Denver firms. The executive team is vetting the proposals along with researching retreat sites. The board determined best window for the retreat to be March 10 – 16.

### **New Business**

C&A Strategic Plan Adoption Process – Charles gave an overview of the history of the Crandall and Arambula Plan. The City Management asked that the DDA consider accepting the plan with any noted exceptions. Charles reminded the board that time is of the essence with this process, noting that an adopted plan is a required element of the Wyoming Business Council (WBC) Grant application process. Executive Board will be meeting to review the existing plan, addressing objections to various elements, and making exception suggestions to the full board at its’ February meeting.

### **Committee Reports**

1. **Executive Committee** – Charles asked Renee to give an overview of the current branding process. She is representing the DDA on a committee that includes David Hough ( City Staff), Aaron McCreight ( CACVB), Robin Mundell (Chamber of Commerce), and Lindsey Grant (Wyoming Symphony and DDA MARCOM Committee). The group is gathering existing surveys specific to downtown from multiple organizations, which will be combined for use by the agency selected to lead the branding process. The committee is scheduled to meet in late January with a goal of preparing a RFP for February distribution. Renee said the selected agency will be charged with soliciting public input throughout the process, a specific request of the city council. The committee anticipates using local agency talent, to some degree, during the project. The committee agreed that participating organizations will be encouraged to incorporate branding results when developing individual brands. Renee noted that there are grant funds available from the WBC. The CACVB is the lead organization for this project. Charlie Powell said he understands city management is firmly behind the branding process, although the council has not fully vetted it. Bill McDowell asked that Dick O’Hearn (Natrona County Parks) become involved at the appropriate time.
2. **Finance Committee** – Brettnee reported that Renee represented her in a meeting with Kim Rightmer (WBC of Casper). The goal was to determine grant(s) that would be most advantageous for public restrooms, wayfinding signage, gateways, and branding projects. She noted that CDBG grants are no longer available to Cheyenne and Casper, leaving Community Enhancement Grants as the choice. The maximum grant amount would be \$250K with a required 50% cash or in-kind match. The next step will be to obtain a grant writer who will be able to complete the application prior to the March 1 deadline. A Finance Committee meeting will be held, next week, to discuss a sales tax TIF and logistics. Brettnee is also seeking input from an attorney. Charlie Powell had questions regarding TIF. Brettnee reviewed TIF models in cities like Cheyenne, identifying associated benefits and challenges. There was lengthy discussion among board members regarding the relationship of the annexation project to overall opportunities for a sales tax TIF. Brian said he will begin meeting with property owners within the designated new boundaries in the coming weeks.

3. **Infrastructure Committee** - Infrastructure will meet next Wednesday. They will review sample RFP's for public restrooms. Additionally, dialogue will continue with regard to proceeding on the public restroom project. Brandon will reach out to BNSF to discuss how to move with the Center Street gateway.
4. **MARCOM Committee** – Mike reported that the committee met last week. Results included the development of a “leave behind” one sheet to be utilized by Brian and Renee for meetings with property owners in the targeted boundaries. The document should be ready by early next week. A multi-purpose, fold-out brochure is in progress; stating that it will be a more detailed and valuable tool or ongoing meetings with existing stakeholders and anyone interested in what the DDA stands for in the community. Mike asked the board to review the one sheet draft for content and accuracy when it is distributed. Mike said that MARCOM plans to extend its’ multi-media campaign through the first quarter. He said Dale Bohren had requested a meeting to determine how the Casper Journal can assist supporting the downtown events and projects. Lisa asked if Channel 13, the Casper Star, and other media could be involved in a full scale campaign launch that would speak to the benefits of a revitalized downtown. Charles stated the DDA has the opportunity to help paint a picture of the importance of core revitalization, reinforcing the DDA’s role, while building DDA brand awareness. Charlie stressed that some council members may repeatedly object to revitalization. He said that the campaign message must be delivered in such a way as to make it difficult for people to see it as a gild operation where the DDA is essentially marketing to advance their own interests versus benefiting the community as a whole. Charles reminded Mike that MARCOM has ownership for creating a campaign. Mike said he and his committee will meet to vet criteria and establish timelines. Sona is working on the first quarter newsletter and will have it ready for distribution by the end of January. Charles reminded the board of MARCOM members, noting how pleased he is to see the depth of talent represented on the committee. Mike singled out Lindsey and Kerstin, stating their dedication and talent are very valuable to the DDA.
5. **Governance Committee** – Charles said he is going to meet with Neil Short to determine whether Neil has time to devote to the board since making a recent career move. He also thanked Kate Sarosy and Cathy Carson for their assistance with John Johnson and Louis Tauberts’ board applications.

**Action Items:**

1. Renee to send C&A plan to board members for review prior to February board meeting.
2. Mike to work with MARCOM on elements of downtown revitalization campaign. The committee will also be responsible for initiating contact with members of the media to solicit ongoing support. The committee will report back to the board in February.
3. Committee chair descriptions to be submitted for the newsletter by the end of next week.
4. Finance will work to find and recommend a grant writer to the board and city, along with beginning the TIF process.
5. Renee to work with Renae Vitto at the county on downtown retail support for the WCCA conference in April.
6. Executive Committee to finalize facilitator and location for March retreat.
7. Executive Committee to review and make recommendations on accepting the C&A downtown strategic plan.
8. Brandon to follow up with BNSF contact on gateway project.

**Motion to Adjourn**

***Motion provided (Brandon Daigle, Lisa Burrige)***

There being no further business the meeting was adjourned at 12:40pm.

Approved by:

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

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