**Downtown Development Authority**

**Board Meeting Minutes**

**July 10, 2013**

**Present:** Charles Walsh, Brian Scott, Brandon Daigle, Brettnee Tromble, Mike Stepp, Sona Rummel, Scott Murray, Renee Penton-Jones

**Excused:** Lisa Burridge, John Johnson, Bill McDowell, Charlie Powell

**Call to Order:** Chair Charles Walsh called the July 10, 2014 meeting to order at 11:35a.

**Public Comments:** There were none.

**City Report:**

1. Liz Becher reported that she is working with Phil Hinds with Oil City Printers on a possible façade grant for his building, which is located on the corner of Park and Yellowstone. She said Phil was very impressed with the Stalkup façade improvements on the building across the street from his.

2. Liz said she is also working with Cindy Cartier and Elks Club members on canopies for the front of their buildings.

3. The purchasers of the Annex are taking advantage of the City façade program as part of their building remodel, as well, according to Liz.

4. Liz met with corporate representatives from Starbucks on Tuesday (Parade Day). She said construction of a drive up Starbucks on Center Street will proceed and noted that representatives were impressed with the amount of activity within the downtown core due to the parade.

5. Liz reported that City, COC, CACVB, CAEDA and DDA representatives will be meeting on July 17 to discuss enhancements along the I-25 corridor. She said beautification is one of the seven strategic goals she is focusing on. She said she is working with WYDOT as they begin construction improvements along I-25. Liz said she would love to achieve the same attractive appearance that has been accomplished in Cheyenne.

**Approval of June, 2013 Board Minutes**

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

**Financials – Brettnee Tromble**

1. Brettnee reviewed year-end numbers with the board, noting that the fiscal year ended with a surplus of $10,557.02. Charles asked for clarification regarding reimbursement of expenses from the City for designated projects and Brettnee confirmed that there has been $13,601.23 to date.

2. Brettnee gave an overview of July payments to the board, highlighting Renee’s adjusted salary. There were questions regarding media invoices which were clarified by Renee.

3. The 2013-2014 proposed budget was introduced to the board by Brettnee. She highlighted the administrative adjustment that occurred after Renee’s review. Louis questioned the ED bonus plan and how it was formulated. Charles explained that the executive committee had established goals over and above normal expectations for the ED. He said the goals each have a value to the organization. Brandon said the ED has been asked to report to the executive committee each month as to her progress. Louis asked about the expense for pigeon control and there was a brief discussion about the APHIS system. Brettnee also reported that a legal ad was placed in a timely manner with the Casper Star Tribune, outlining required components of the budget. Brettnee reminded board members of their ability to vote by proxy ballot versus attending the July 24 public budget hearing.

4. Louis asked for detail regarding the $15,000 Sign Project line item. The board went into detail about the purpose for the allocation and the desire to complete the project (a kiosk in Pioneer Park that will provide a history of sheep in Casper). Renee said she is trying to work with the vendor who has produced other kiosks within the downtown area but has not had success in contacting them. She said she has enlisted help from the board in an attempt to complete the process.

5. There was also brief discussion regarding the parking garage and proposed financial performance goals.

**Approval of June, 2013 Financial Report**

***Motion, Second, Passed with Abstension by Brian Scott (Mike Stepp, Louis Taubert)***

**Director’s Report**

1. Renee introduced Amber Roberts, the new administrative supervisor for the downtown parking facilities. Amber provided a brief overview of her background and that of the garage staff for the board. Renee said Amber will be providing a formal report for the board each month.

2. Renee informed the board that the SLIB board had approved the grant application for the parking garage and public restrooms. Dave Hough will be proceeding with in-kind work for the garage, along with organizing RFP’s for signage and public restroom construction.

3. Renee gave an overview of the parking garage transition, noting that information provided from previous management was inaccurate and incomplete. Brandon said he is in the process of determining whether existing numbering for spaces should be kept or removed.

4. Renee highlighted summer media marketing for the board, emphasizing the upcoming Crazy Days/Downtown Balloon Festival event on July 26 and 27.

5. Renee said the City is still willing to work on graffiti removal but missing consent forms from Taubert’s. She will take a new liability waiver to Louis. Charles’ waiver has been received.

**New Business**

Scott Murray asked the board to consider a bylaw change (Article V, Section One) that would enable officers to serve a maximum of four one year terms versus the current maximum of two one year terms.

Ballots for election of officers were distributed. All officers from last year ran unopposed and the vote to reinstate was unanimous.

Charles updated the board on a recent meeting with the city council to request adoption of the revised Crandall & Arambula strategic plan. Charles said there were requested changes before the council will approve. He said the all references to the conference center, specific housing locations, and no obligations committing the City were items requested for removal by the city council to approve the plan. Charles told the board they would have the opportunity to vote on adopting the updated plan prior to going back before the city council. The vote will take place next month. Charles also noted that he had asked the council for an extension of the contract for ongoing projects. He said there was positive discussion from the council regarding DDA performance and thumbs up approval toward extending the projects contract through fiscal year 2015.

**Motion to Approve Bylaw Change**

***Motion, Second, Passed (Brian Scott, Louis Taubert)***

**Old Business**

The board discussed current events with the downtown parking garage:

1. Challenges with accurate accounting of space occupancy

2. Efforts to deep clean

3. Efforts to prevent exiting the garage without paying

4. Tenant data base development, including Wyoming Apartment tenants

5. Marketing

**Committee Reports**

1. **Executive Committee**  - Brian gave an overview of items the committee discussed at their meeting, which included Renee’s compensation, final budget considerations and hearing, bylaw changes, officer nominations, strategic plan adoptions and the parking garage.

2. **Infrastructure Committee** – Brandon told the board that his committee had spent a lot of time on parking garage transition. In addition, he said they are working on changes with the downtown sound system. Brandon said he is working with MOOD (formerly Audiomatrix), the current provider, on upgrading to a satellite system. He explained that this system would enable the DDA to offer satellite systems to downtown merchants at a discounted rate. He said there would also be advertising opportunities. Louis asked whether the parking garage would be able to take over control of the system versus Wolford’s Shoes employees. Brandon said that the parking garage is the number one choice for a new base location. He also said that monthly charges would decrease with a satellite system.

Brandon mentioned the Center Street gateway project, noting that he would be meeting with Dave Hough to determine next steps since the survey of the proposed site had been completed.

Louis asked whether banners could be strung across the street as in the past. He said he would be willing to hang them, once again, from his building. Liz Becher recommended that the board reach out to Charlie Powell with a request for the city council to consider reinstituting the “across the street” banner program.

3. **Finance Committee** - Brettnee said the parking garage has a separate checking account and all garage operations will be separate from DDA operations. She suggested that ACH withdrawals be encouraged for the parking garage. Louis asked whether paying yearly would entitle tenants to a one month credit. Brandon said there would be an evaluation of revenues and a recommended new fee structure at the completion of 90 days.

Brettnee said she will be attending the next MARCOM meeting to discuss TIF and provide input for creation of materials for presentation to the city council.

4.  **MARCOM** – Mike presented two sponsorship requests to the board. Crazy Days for $1,000 and Rev 3 for $10,000. There was discussion regarding sponsorships that had already been considered versus new ones. It was suggested that the sponsorship line on the budget contain earmarked events and associated dollar amounts so that the board would have a better understanding of available revenues for new requests. Brian provided detail on the upcoming Rev3 event, emphasizing that there are several surrounding events scheduled for the downtown area. After further discussion, it was motioned that Rev3 receive a $1,000 sponsorship for 2013.

Mike said the newsletter will include parking garage items and will be delayed by several days.

Mike said the committee is still working on parking garage marketing and hopes to have a quarterly campaign designed for the next marketing meeting on August 7. He told the board that the committee had discussed including a survey about the garage in City utility bills and on Survey Monkey with a goal of determining why they do or don’t use the garage. He said it would also help to determine who the overall audience is. Brettnee suggested that existing tenants receive surveys. Brian reminded that established goals be kept in mind while developing the marketing campaign. He said that 90% of the projected parking revenue is to be delivered from monthly parking, while the other 10% is projected from hourly and asked that the committee keep that in mind when establishing their target market. He said he would like to see the first appeal include all of the garage assets, along with sending Amber to see downtown businesses to solicit monthly parking business. Charles said he really wants to see the plan from MARCOM that addresses all of the discussion. Mike said he had discussed most of the points that were made and that his committee would be going forward in that direction. Mike also asked whether the budget per the proforma was firm. Charles said that the committee needs to come to the board in August with a plan that includes associated costs for the board to review. Louis requested uniforms and was told that they have been ordered.

**Motion to Approve $1,000 Sponsorship for Rev3**

***Motion, Second, Approved (Mike Stepp, Brian Scott)***

5. **Governance** – Scott he had met with his committee for the first time. He said their main focus was on election procedures and the term in office bylaw change.

**Motion to Adjourn**

***Motion provided (Brian Scott, Mike Stepp)***

There being no further business, the meeting was adjourned at 1:15pm.

**Action Items:**

1. MARCOM will advise board of earmarked sponsorships at its’ August 13 meeting - Mike

2. MARCOM to revise “ASK” forms to limit sponsorship requests to $1,000 or less - Mike

3. Update Bylaws – Renee

4. Request APHIS representative to attend next board meeting with pigeon control update - Renee

5. Meeting to occur with Brandon, Amber and Renee – Amber to schedule

6. Place modified strategic plan on next month’s agenda and inform City of such – Renee

7. Talk to Charlie Powell about representing DDA with reintroducing banners strung from building to building (across streets) – Renee

8. Remind Brettnee to attend MARCOM meeting to discuss TIF

9. Notify MARCOM that CWalsh will be in attendance at next meeting. Work with Sona and Mike to develop outline and timeline of immediate marketing ideas for distribution and comment from committee members prior to meeting – Renee, Sona, Mike

Approved by:

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

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