**Downtown Development Authority**

**Board Meeting Minutes**

**November 14, 2012**

**Present:** Charles Walsh, Brandon Daigle, Brian Scott, Brettnee Tromble, Mike Stepp, Sona Rummel, Dick Munroe, Randy Pryde, Kate Sarosy, Bill McDowell, Kale Prewitt, Renee Penton-Jones

**Excused:**  Neil Short, Lisa Burridge

**Call to Order:** Chair Charles Walsh called the November 14, 2012 meeting to order at 11:34a.

**Public Comments:** Charles acknowledged Robin Mundell, Executive Director, Casper Area Chamber of Commerce. Robin told the board that the Chamber Board is in the planning process to complete a SWOT analysis. Robin will survey members to assess their input on the strategy for the Chamber. The overall strategic planning process is expected to be completed by the end of March 2013. Robin noted that Tom Crull will assume the board president’s role on April 1, 2013.

**City Report**:

1. Kate Sarosy – Kate told the board that at the previous evening’s council work session there was a request from the Citizens for a Civic Auditorium for $5 million dollars to purchase the Iris Theater. The council denied the request pending more information. The council felt that it prudent to consider a commitment once a full business case analysis was complete and after the four new council members take office on January 1.
2. Kale Prewitt - City wide strategic goals per department have been finalized and will be presented staff to the council on November 27th. The downtown will be a part of those goals. The downtown strategic plan will be presented to the council on December 11. The city acquired property on Midwest and Ash will have a RFP sent out to determine interest and possible uses within the coming week or so. Openings on the OYD Advisory Committee exist that the city hopes to fill by early December 2012. Brandon inquired about the status of the Old Source Gas property and Kale said the Amoco Reuse Board had sent out a RFP with no official response to date. Brian asked for clarification as to whether the Midwest and Ash Building would be demolished or remain intact. Kale said the city prefers to keep the building as is with renovations.

**Approval of October, 2012 Board Minutes**

***Motion, Second, Passed (Kate Sarosy, Brian Scott)***

**Financials – Brettnee Tromble**

1. Year-to-date budget is on target. Randy asked for clarification on a $300 revenue entry and Renee explained that it reflected collections from the Troopers and Farmer’s Market. Renee also noted that the $2,000 revenue entry is from the city of Casper for the downtown planter project.
2. Brandon asked about tracking the City agreement on the budget. Brettnee explained there would be additional lines added for each project task. She plans a separate roll-in spreadsheet that would reflect income and expenses from the City/DDA contract.
3. Brettnee reviewed November payments, pointing out expenses to the Best Western Ramkota for a Matthew Godfrey site visit and presentation to the developer community. Expenses for winter banners and annual Rotary dues for Renee were also noted. .

**Approval of October, 2012 Financial Report**

***Motion, Second, Passed with Brian Scott Abstention (Randy Pryde, Mike Stepp)***

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

1. Renee noted that the contents of her report would be discussed by committee chairs.

**New Business**

1. **New City Council Member Meetings -** Charles told the board that the executive committee felt it was important for the DDA to meet with the four newly elected city council members. The first meeting included Bob Hopkins, Renee and himself. He told the board that it was a brief but very positive meeting. Bob was very pro-downtown and the OYD. A second meeting with Craig Hedquist with Brian Scott, Renee and Charles. He said the meeting was indifferent and concluded with no understanding of Craig’s interests or passions regarding the city as a whole. Brian said he didn’t feel Craig will support the convention center or the city’s purchase of the Iris. He said there was some confusion regarding Craigs’ opinion on various issues. Kate noted that Craig has stated he would like to terminate city employees in the public services area and replace them with private construction companies. Charles said Craig was open and candid and that he and Brian shared DDA interests and passions prior to ending the meeting. Meetings are planned with the other two newly elected council members.

**Committee Reports**

1. **Executive Committee –**
2. **Mountain Health Coop**: Brian and Renee gave an overview of the program. Brian said he had contacted Governor Mead to garner his opinion, only to be told that the governor had no knowledge of its existence. Brian was referred to Tom Hersig, the head of the Wyoming Department of Insurance for further discussion. Brian said he had reviewed the documentation, which asks for a letter of support in order to implement the Montana based program in Wyoming. He felt that there is a lot of speculation in the content, along with a request for up-front money. Renee said the program is already up and running in Montana. She said that Ann Ladd with the Wyoming Health Coalition is supporting the coop and that there are targeted federal funds committed toward helping to off-set health care costs associated with the program. Brian will report back to the board after he has had the opportunity to meet with Mr. Hersig and Ann Ladd. He said he will also try to garner information on the status of what Wyoming is doing about health care. He cautioned that the Mountain Health Coop program would divert federal dollars out of Wyoming and into Montana.
3. **Annual Report/Holiday Party**: Renee will contact Marty with the Liquor Shed to finalize liquor permits for the holiday party. Brandon has not been able to finalize offerings from Boticelli’s but hopes to have it concluded by the end of the week. Charles said that invitations will be sent out following the Thanksgiving holiday.
4. **One-Way/Two-Way Streets**: Charles requested guidance from Kate regarding one-way/two-way streets. He told her there was a lot of interest in reverting back to the two-way system with the remaining concern being the cost of implementation. There was a question whether there was a formal study completed, previously. Kate noted that there was a replacement hired for the public services director position and he will begin in January. She said she would work with the acting director, Pete Meyers to re-visit associated costs and report back to the board.
5. **Board Retreat**: Charles told the board he had talked to Dave Sullivan about facilitating the meeting and the cost would be prohibitive. Charles said that he had conducted research on a firm in Cheyenne who had provided facilitators for CAEDA and the Cheyenne Downtown Development Authority. Renee will reach out to Scott Sutherland and Christi DePoorter for references. Brandon has asked for information from a Denver firm and is waiting for a response.
6. Finance Committee – Brettnee Tromble
   1. Kale Prewitt, City of Casper – The purpose of the meeting with Kale was to garner support from the city for funding of each project. Brettnee thanked Kale for his support and guidance.

Kim Rightmer, Wyoming Business Council – Brettnee and Renee met with Kim Rightmer to hone in on possible funding opportunities for the various projects. Kim was very helpful, noting success with several other Wyoming communities who have completed similar projects. Kim recommended bundling the projects and Brettnee felt that was a good idea. She reminded the board that the city has to apply for the grants with support from the DDA. Brettnee plans to finalize her report after receiving projected project costs from the Infrastructure Committee.

* 1. T.I.F. – Charles told the board that city staff has encouraged the DDA to go forward with a project that would include the establishment of tax increment financing in our existing district. The executive committee is evaluating properties to the south east of DDA boundaries to determine possible annexation. This process would happen prior to establishing a TIF, hopefully, toward the first of the year. Brettnee clarified that it would be a sales tax TIF.

1. **Infrastructure Committee –**
   1. Brandon reported on Matthew Godfrey’s visit. Matthew accompanied Brandon, Lisa and Renee on a walk throughout the downtown core and OYD areas. Matthew expressed interest in several projects that would be catalysts toward developing a thriving downtown area. Brandon explained that Matthew’s expertise lies in completing front-end leg work with city codes, financing, incentives, etc. that will enable developers and investors to step in and participate in development projects. Brandon and Brian talked about the presentation Matthew made to local developers, bankers and investors. They both felt the response was positive and remarked about the in depth conversations that took place during the session. Matthew will be submitting a proposal to the DDA that will outline his expertise and identify his perspectives on facilitating future development.
   2. Brandon presented a map that outlined proposed gateway and restroom projects within the downtown core and identified future sites. He emphasized how important it was to consider the entire area when placing structures. He had requested cost estimates for a permanent restroom structure, along with information on a pre-manufactured model from Portland, Oregon called a Portland Loo. He had received a proposal for the permanent restroom construction for $125,000
   3. Brandon is developing a way finding and highway signage map for review.
   4. Brandon will construct conceptual gateway designs for the Center Street exit. The first preference would be at the BNSF overpass, though there could be alternate locations close to the Casper Chamber of Commerce building or further to the south of the underpass in the proximity of the designated crosswalk.
   5. Brandon told the board there would be an Infrastructure meeting on Thursday, November 15. He said that city staff representatives and Casper Chamber representatives would be attending to discuss the Center Street gateway and parking garage restroom projects. The goal is to gain support prior to meeting with the city council.
   6. Kate expressed her appreciation for all of the work that is being accomplished. Brandon told her that a lot of up- front costs have been donated, leaving more of the project funds for detailed activities and grant writing opportunities.
2. **MARCOM Committee**
   1. Mike reported that the holiday campaign is fully up and running. There was concern regarding un-programmed price increases for holiday banners, noting that the committee will be going out for bid with future projects.
   2. Invitations are complete and ready to mail to constituents, city council, county commissioners and other organizations for the annual report/holiday reception.
   3. MARCOM is working on a multi-purpose brochure that will be utilized for the upcoming mill levy election, potential annexation, and for general marketing of the DDA. Mike will be presenting a rough draft to the executive committee for comment and will present the brochure for acceptance at the next board meeting.
   4. The committee is working on new criteria as it pertains to marketing support asks. Mike feels the new form will allow the DDA more control of their investment in downtown campaigns. Charles clarified that there will be a set of objective criteria incorporated into the existing form that will apply to all organizations.
   5. Mike asked the board to consider the ask from First Night. Heidi Foy, 12-24Club Executive Director, needed an immediate answer. He reminded the board that they sponsored the event for $2,000, last year and that the group was asking for $6,000, this year. There was discussion about gradually reducing financial support from events so they can become more financially self-sufficient. Renee told the board that the group had been successful in attracting additional sponsors this year. Members of the board felt that this event is still in the development process and suggested that they should receive the same amount they did last year. Brian described planned events for this year’s festivities, encouraging that the DDA continue to support to the levels that can be afforded. Charles recommended that the Board fund First Night for $2,000.
   6. Mike asked the board to consider a proposal from the Casper Star Tribune that would include a full page ad which would run each Wednesday and Sunday through December. The DDA would be allowed approximately ¼ page of the ad for contributed content with the balance of the full page being divided for 15 participating merchants. Mike said he was not certain he would want to invest the required $3,000 at this time but would like for the Casper Star to consider working with the DDA for the first quarter of 2013 with a similar offering. The board agreed.
   7. Brandon asked whether Mike had established projected costs for branding firms. This remains under development and will be readied for the city council presentation on 12/11/2012.

**Approval of $2,000 Sponsorship for First Night**

***Motion, Second, Passed with Abstention from Brian Scott (Mike Stepp/Brettnee Tromble)***

1. **Governance Committee**
   1. Charles told the board that Neil Short is in the process of joining a new law firm. Neil has commented that he will become more fully engaged once his transition is complete.
   2. Neil reviewed and approved the MOU with the Nicolaysen regarding highway signage. He said the memorandum had been fully executed by board chairs and executive directors representing the DDA and Nicolaysen.
   3. Kate asked the board to ratify the email vote for a $2,000 holiday parking sponsorship. Charles agreed that the email vote should be ratified and noted that Neil will be addressing email votes in the bylaws at a future date.

**Approval of $2,000 Sponsorship for Holiday Parking**

***Motion, Second, Passed (Mike Stepp, Brettnee Tromble)***

**Action Items:**

1. Renee to work with Brettnee on separate spreadsheet for city project accounting
2. Renee to finalize holiday party plans (liquor permit and restaurant participation)
3. Brian to work with Wyoming Dept of Insurance and Wyoming Health Coalition on overall health insurance options and report back to board.
4. Kate to work with Pete Meyers on updated costs associated with reverting to two-way streets and report back to the board.
5. Renee with follow-up with Casper Star to determine whether their holiday advertising concept could be carried into the first quarter of 2013.
6. Renee to schedule a meeting with committee chairs to begin process of formulating the presentation for December 11 city council work session.

**Motion to Adjourn**

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

There being no further business the meeting was adjourned at 12:42pm.

Approved by:

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

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