

## **DOWNTOWN DEVELOPMENT AUTHORITY**

Board Meeting Minutes

November 13, 2013

**Present:** Charles Walsh, Brian Scott Gamroth, Brandon Daigle, Lisa Burrige, Mike Stepp, Sona Rummel, Charlie Powell, Scott Murray, Liz Becher, Josh Bake, Keith Goodenough

**Excused:** Brettnee Tromble, John Johnson, Louis Taubert

**Call to Order:** Chair Charles Walsh called the November 13 meeting to order at 11:33am.

- **Public Comments:** Charles acknowledged Councilman Keith Goodenough. Peter Anderson with McCarthy Properties in Rapid City provided an overview of his companies, along with an update on progress with the County Annex building renovation. Peter reviewed apartment overall layout and challenges he has encountered in Casper versus Rapid City.
- John Patterson talked to the board about the Star Apartments building. He provided detail regarding City involvement and future plans for the Casper Housing Authority to renovate the building and acquire adjacent property for future housing development. Patterson explained that the housing shortage in Casper helped spur the Council's decision to provide remediation funding. Patterson said there will be lower level retail with mixed market housing on upper floors. He said 25% is anticipated to be market rate housing going into the project. Patterson said the overall budget for renovation is 4 million. Renee asked about a strategic plan for the project. She asked for John to consider including the board in discussions regarding future development of this project. Charles expressed that members of the board were concerned that they weren't involved in the project; especially with the strategic plan being approved. John P indicated that this was a public process and the board could have reached out to the City for information. He further stated that the City was not involved with the Star Apt. process until approximately three weeks ago. Charles encouraged that the DDA be involved with the project, going forward, and Patterson encouraged reaching out to Kim at the Casper Housing Authority. Brandon noted the Council's concern for subsidized housing when the DDA presented their revised strategic plan for approval. He asked John whether the Council, again, raised those concerns when they approved the \$480K for remediation. Patterson stressed that the Star Apts. project is headed in the right direction with generated income being applied to mixed-use housing. Brandon cautioned that revenue generation may not be as great as hoped for based upon rent revenues.
- Brian asked for an update on the convent building. Patterson stated that the Salvation Army is looking into the possibility of acquiring the building for emergency housing. Davidson Plumbing continues to own the building.
- John extended an invitation for the board to attend the Mayor's Prayer Breakfast on Tuesday, November 19. He stressed the importance of uniting the community toward the common good.

### **I. City Report**

#### **Josh Bake -**

- The first ever OYD Fall Festival was successful with a many of the stakeholders and their families attending.

- Tour of OYD and DDA with University of Wyoming extension went well. Josh expressed his gratitude to Renee for coordinating the tour.
- Landscape median proposed for Yellowstone and Poplar has been scrapped due to property owner concerns.
- Gateway sign will be on Midwest and Poplar.
- Two additional members have been proposed for Yellowstone Advisory Committee, with a decision to be made by the City Council on November 19.

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**Charlie Powell** –

- Charlie had a chance to tour new buildings on the Casper College campus. He said the UWCC clinical lab is unique to CC and a draw for students to come to Casper. A proposed name change to the University of Wyoming, Casper. Brandon asked if funding mechanism changes would accompany the name change. Charlie indicated that UWCC already acts as an outreach center and as a separate entity. Mike Stepp said the two will remain as separate entities.

**Approval of October, 2013 Board Minutes**

***Motion, Second, Passed (Brandon Daigle, Mike Stepp)***

**Financials** – Renee Penton-Jones

- DDA is on target for the fiscal year. Operating expenses are at 22.85% of budget and are well in line for the fiscal year. November check detail includes annual dues to CAEDA, a mill levy legal ad in the Casper Star Tribune and an annual bonding payment to CAN Surety.
- Parking Facilities reflect high labor and equipment lines due to the painting project. Invoices for both will be submitted to the City for reimbursement as soon as the project is completed. Hourly parking revenues were down due to the garage painting project. Overall, parking facilities are performing at 21.57% of budget with a net YTD profit of \$1,975.46.

**Approval of October, 2013 DDA Financial Report**

***Motion, Second, Passed (Brian Gamroth, Scott Murray)***

**Approval of October, 2013 Parking Facilities Report**

***Motion, Second, Passed (Brian Gamroth, Scott Murray)***

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

- Mill levy project passed with 23 total votes being counted and 22 in favor.
- Banner in-kind support has been granted by the Council. Renee will ask John to revisit MOU between City and DDA.
- Branding project is in process of seating board and is on schedule to complete entire project by March 1.

**Garage Manager Report** – Amber Roberts

- Amber is working on collections with a 95% rate as her target. Charles commented that the executive committee discussed the importance of maintaining collections, going forward. He also commented regarding the booth area being painted.

## **Committee Reports -**

### **A) Executive Committee - Charles Walsh**

- Committee met with executive director of CAEDA, Bill Edwards and Carrie Gomez regarding the DDA maintaining a permanent seat on the board. Bill is presenting the idea to his board at their next meeting. He did have a concern since they had just restructured their bylaws. Charles encouraged individual board members to apply for the board in the meantime.
- Market driven funding. Charles spoke with Charlie Powell and Daniel Sandoval to garner support and the discussions have gone well. Sona and Renee met with Keith Goodenough and garnered his support, as well. Charles said Brettnee will be asking for the board to support hiring an expert in TIF that will come to Casper and assist with facilitating the overall process.

### **B) MARCOM Committee – Mike Stepp**

- Mike and other members of the board and staff met with City Staff for a 90 day evaluation of downtown parking facilities. Marketing was introduced for staff consideration with support for implementing parking campaigns. Mike noted that staff did not want to proceed with branding the garage until the City branding project is completed in March, 2014. MARCOM will go forward with overall template. Brandon was advised by one of the artists involved with the branding process that there is a sense of urgency to launch the project as soon as the City completes its' branding process. Mike said MARCOM will present a sponsorship plan to the board at its' January meeting. Brian asked for clarification of costs involved with the project. Brandon explained that each floor of the garage will be designed and sold to sponsors who will receive original artwork to be displayed at their choice of locale. Brandon indicated that the art design will be in the neighborhood of \$60,000 + the cost of applying the art to each floor. MARCOM will finalize details and report to the board. MARCOM will work on details for a stakeholder educational event to be held in August of 2014.

### **C) Finance – Brettnee Tromble unavailable**

### **D) Infrastructure - Brandon Daigle**

- Casper College working on finalizing data base by the end of the semester. Brandon clarified expectations for them. He sees this as an ongoing project that can assist with future development in the downtown area. Meeting with Rocky Mountain Power to discuss power at parking structure. Will work on obtaining an assessment of existing power, along with feasibility and cost involved with upgrades. Additional discussion regarding the Center Street gateway and working with Rocky Mountain Power in an effort to navigate around their critical substation located in that area. Also, Leslie Blythe offered to assist with grant monies that could be obtained for the gateway.
- Randy Hein is working with Brandon on restroom design with the proposed completion date to be in early spring 2014. Brandon noted that the restrooms will have separate electrical power.

### **E) Governance - Scott Murray**

- Scott said Brettnee and he will combine committee meetings going forward.
- Scott is completing language regarding investment policy for the state audit. He will forward to the board for their review prior to voting at the December board meeting.

### **Action Items:**

1. MARCOM to finalize marketing plans for garage and present in December
2. MARCOM to discuss August stakeholder meeting event at January board meeting
3. Scott to finalize investment language pertinent to the state audit for the next board meeting

4. Action plans to be completed by December board meeting
5. Public Restroom plans to be submitted to the board, if available, at the December meeting.

**Motion to Move to Executive Session**

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

**Motion to Adjourn**

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

The meeting was adjourned at 1:15 pm.

Approved by:

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

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