**DOWNTOWN DEVELOPMENT AUTHORITY**

**Board Meeting Minutes**

**October 10, 2012**

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

**Excused**: Neil Short, Bill McDowell

**Call to Order:** Chair Charles Walsh called the October 10, 2012 meeting to order at 11:34a.

Public Comments: Charles acknowledged Robin Mundell, Executive Director, Casper Area Chamber of Commerce, along with Kelly Byer with the Casper Star Tribune. Robin told the board that she was present to discuss holiday parking in the downtown parking garage.

**City Report – Kale Prewitt**

1) Construction on Yellowstone between Spruce and Poplar is nearing completion and should be open to traffic within the week. A consultant has been selected for the “right in, right out” intersection of Old Yellowstone and Poplar with a design phase anticipated completed by the end of December and construction completed by the end of May.

2) Both sides of the Coca Cola building have been purchased and the sale finalized with the Amoco Joint Powers Board. Renovations are underway.

3) The old fruit warehouse on 321 S. Midwest had been purchased by the city with a projected closing date of October 24, 2012. Several organizations have expressed an interest in utilizing portions of the building.

4) Crandall and Arambula submitted a draft of the downtown strategic plan to the city. John Patterson and Liz Becher are reviewing the document and would be passing it on to the city council, joint powers board and to the DDA for comments. A final draft is expected in the coming weeks.

**Approval of September, 2012 Board Minutes**

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

**Financials – Brettnee Tromble**

1) Budget is pacing according to plan. A few line items that appear high year-to-date, noting that the insurance line was high because of Renee’s expense reimbursement for her broken hand. 2) October payments: Highlights included nametags for the board, an invoice from PMCH for worker’s compensation assistance and printing for the quarterly newsletter. BrianScott asked for clarification on a reimbursement to Rob Staffig and Renee explained that Rob had purchased additional keys for the Muzak system.

**Approval of October, 2012 Financial Report**

***Motion, Second, Passed (Brandon Daigle, Kate Sarosy)***

**Approval of September, 2012 Payments**

***Motion, Second, Passed with Abstention by Brian Scott (Brandon Daigle, Kate Sarosy)***

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

1) Renee is working with Neil and Charles on MOU language for DDA and Nicolaysen regarding highway signage. Sign construction and installation is in progress.

2) Marketing campaign for holiday season is scheduled to start first week in November.

3) Renee shared concept pictures of holiday banners, telling the board that the banners will hang on Second Street for approximately 90 days. Renee and Charles are trying to meet with Pete Meyers to seek negotiate a long term banner installation agreement with the city.

4) Jeanne Hopkins with the Downtown Farmer’s Market visited her, asking for assistance with publicizing a January meeting. The meeting’s purpose will be to organize volunteers and to seek out those who would be interested in taking over management of the event. There will also be a discussion about moving the location from the Nicolaysen. Renee addressed this with the executive committee and they had requested the opportunity to review the Market’s financials so the board may provide guidance and support. Mike wondered whether another non-profit would entertain taking over management. Charles clarified that the executive committee has not taken action and would come back to the board after reviewing financials, etc.

**New Business:**

1) City/DDA Contract – Charles Walsh. The city contract is nearing completion, with the expected completion dates and expected outcomes required to finalize it. The contract inputs are being extrapolated from the DDA Committee Chairs detailed project plans. Contract is expected to be submitted to the City Manager’s office week of 10/15/2012. .

2) One-way/two-way streets – Renee Penton-Jones. Liz Becher requested DDA prioritize one-way/two-way streets as a part of an overall planning process. Renee said that constituent visits had revealed that property owners didn’t have a high priority for reverting back to two-way. She said, however, that when the subject did arise, there was generally firm support in favor. Brettnee reminded the board of the survey that had been taken the previous year and asked to revisit those results. Charles asked Kale for input and he responded that city staff wanted to prioritize one-way/two-way streets as part of the final strategic plan that will be presented to the city council. Kate Sarosy explained that the council still has $400,000 set aside for the street conversion. She said the question was whether the council should continue to set aside the funds or designate another use for them. Kale said that Crandall & Arambula had recommended converting to two-way streets, noting their opinion that it would be healthier for retail. Charles asked Lisa Burridge to provide input from a real estate perspective. She said that businesses seeking space downtown are resistant to one-way streets. Charles said that he felt the first survey failed to approach changing the streets from an economic development context. Charles asked if there could be a 30 day window in order to seek more input and Kate felt that it would be a good idea. Robin Mundell offered to email a survey to Chamber members that would be targeted at residents who frequent downtown. There was discussion as to what type of questions should be asked and support for emphasis on economic development. Renee will follow up with Robin.

3) Back-in Diagonal Parking – Renee Penton-Jones. Liz asked for feedback on back-in diagonal parking from tenants of buildings belonging to Bob Ide. Renee said that she is working with Liz to develop a questionnaire that will be distributed. She solicited input from board members. There was discussion about the best way to ask questions with some suggested changes and/or additions from board members. Renee said that Bob Ide had volunteered to hand deliver the surveys. When polled, there was not uniform support from the board. Brandon said he favors back-in parking, noting that it is considered to more safe. He said his firm has proposed back-in parking on Elm Street in front of Dean Morgan.

**Committee Reports:**

1. Executive Committee – Charles Walsh
2. Executive team is in process of finalizing proforma for holiday reception. The $1,500 budget should be adequate. December 13 has been selected with the Wyoming National Apartments as the venue. Brian noted that downtown restaurateurs have been very excited to participate.
3. November art walk will be pushed to spring and the board will reevaluate at that time.
4. Charles and Brian updated the board on holiday parking options for the garage. Brian reviewed financials for the garage, noting that they average $1,300 per month in revenue. Brian asked Robin to explain to the board what the Chamber expectations are from the DDA, expressing that he didn’t feel that validation stickers were beneficial for downtown shoppers. He encouraged that there be no “hurdles” for shoppers. Randy noted that the DDA had been paying the Chamber to provide free parking in the previous three years. Robin said that her board was firm about validation stickers. Randy suggested that the city should consider opening the garage for free parking considering that the hourly parking is only netting $16,000/year. After further discussion, there was a motion not to take action.

Brian and Brandon suggested that Robin have her staff perform actual in and out hourly counts for the upcoming holiday season. There was also a suggestion that the DDA and Chamber reconvene, next year to review actual garage revenues and statistics to determine whether the DDA will support holiday parking in 2013.

**Motion To Take No Action To Fund Holiday Garage Parking In 2012**

***Motion, Second, Passed (Brian Scott, Randy Pryde)***

1. Finance Committee – Brettnee Tromble
   1. Committee met last week and have formulated a draft model of proposed funding for each project. Committee in process of further investigations with WBC and Kale with the City. Goal will be to provide 3-6 funding sources for each project. Projected figures will be taken into consideration for final recommendations
   2. Meeting VH McDonald at the City. Investing DDA funds with the City is not an option at this time. Returns are greater as they stand.
2. Infrastructure Committee – Brandon Daigle
   1. Committee met after visiting with property owners regarding potential locations for public restroom and gateway locations. After gaining input from the City, Brandon will revise proposal for public restroom sites. He will begin compiling conceptual sketches and garnering cost estimates from local contractors for presentation. The committee will follow the same process for the gateway project. Brandon noted that the gateway sites have been narrowed down and the process of working with property owners is underway. Brandon reminded the board that the BNSF continues to be difficult to contact. He outlined potential gateway locations, beginning with Center Street, Second Street, Collins, First and Poplar. Brandon met with CAEDA and received information about potential WYDOT funding for follow-up. Brandon noted that branding will have impact on final projects.
3. MARCOM Committee – Mike Stepp
   1. Holiday Campaign is underway with an early November start date. Media spreadsheet was provided.
   2. Fourth quarter newsletter was distributed. New format has a few adjustments to be made prior to next publication. Mike thanked Kerstin and Sona for their contributions.
   3. Mike submitted timelines for the branding project to Brandon for implementation. Branding documents will be finalized by the end of the week. The committee was thanked, again.
4. Governance – Charles Walsh
   1. In Neil’s absence, Charles noted that Neil is completing his review of the MOU for highway signage with the Nicolaysen.
   2. Charles announced to the board that Randy Pryde has given his notice to step down from the board effective December 31. Charles said that Randy felt a new board member would benefit from the upcoming board retreat in January of 2013. Dick Munroe also offered to step down when a replacement can be found.

**Actions:**

1) Consummate $52.5K contract for services with the City. (CTW)

2) Finalize the holiday reception Proforma budget. (Exec Committee)

3) Initiate constituent invitations. (RPJ)

3) Schedule a meeting with the City regarding parking garage. (RPJ)

4) Initiate the process of conducting a search for 2 new board members. (Gov Committee)

5) Coordinate with Robin Mundell on the development and delivery of a one-way/two-way survey to Chamber members. (RPJ)

**Motion to Adjourn**

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

There being no further business the meeting was adjourned at 12:46pm.

Approved by:

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

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