

DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting Minutes

October 9, 2013

Present: Charles Walsh, Brian Scott Gamroth, Brandon Daigle, Brettnee Tromble, Lisa Burrridge, Louis Taubert, Mike Stepp, Sona Rummel, Charlie Powell, John Johnson, Scott Murray, Liz Becher, Josh Bake

Call to Order: Chair Charles Walsh called the October 9 meeting to order at 11:35am.

Public Comments: Renee introduced Gilda Lara, the new executive director for the Casper Area Chamber of Commerce to the board. Gilda will begin her new position on November 1, 2013. Scott Murray introduced Danny Weber and Jared Ferringer from CEPI to the board. Danny and Jared expressed an interest in becoming involved with the DDA.

I. City Report

Charlie Powell –

- Charlie thanked members of the board for their presentation to Council the previous evening. He noted that Brandon did a good job and said he was happy that the downtown strategic plan passed.

Liz Becher –

- City hosted a public open house for Midwest Avenue project (Poplar to Center Street). Liz thanked Brian Gamroth for representing the DDA at the event. Liz noted good turnout, especially with OYD property owners. DDA may be asked to submit a letter of support to Wyoming Business Council (EN for Midwest Street Construction. City has a total of three grant applications being submitted to the WBC.
- County Annex property has been given options for power. Liz has been assisting with overall solutions. Liz reminded the board that this project offers market rate housing for the downtown area.
- OYD is working with the 12/24 Club on the First Night event which is slated for New Year's Eve.
- A recommendation for revisiting an MOU between the City and DDA for the future of the downtown banner program.
- City staff would like to meet with DDA representative s regarding the 90 day assessment for the parking garage. No prior meeting will be necessary.

Approval of September, 2013 Board Minutes

Motion, Second, Passed (Lisa Burrridge/Brandon Daigle)

Financials – Brettnee Tromble

- DDA is on target for the fiscal year. Operating expenses are at 18% of budget. \$4,285.55 is reimbursement grant from Wyoming Division of Tourism for highway signage grant. Payments for October are in line. Check to Superior Signs is for CACVB banners and DDA will be reimbursed in full.
- Parking Facilities reflect high utilities due to a \$2,500 deposit to Rocky Mountain Power. Otherwise, expenses appear to be in line. October payments include ticket dispensing equipment maintenance to Parking Products, Inc.

- Board agreed that revised Parking Garage Financial reporting forms are acceptable.

Approval of October, 2013 DDA Financial Report

Motion, Second, Passed (John Johnson/Lisa BurrIDGE)

Approval of October, 2013 Parking Facilities Report

Motion, Second, Passed (John Johnson/Lisa BurrIDGE)

Director's Report - Renee Penton-Jones

- Data base project with Casper College is ongoing. Brandon will be meeting with the students to discuss overall goals and to offer assistance.
- Meetings with Charter and WESC Credit Union on expanding the DDA Boundaries but no decisions to date. Efforts will continue.
- Banner program follow up with John Patterson at next meeting.
- Holiday campaign is on target. Campaign scheduled to begin November 15. Theme is Twelve Days of Christmas.

Garage Manager Report – Amber Roberts

- Painting is progressing and contractor working well with staff. Initial paint coverage and striping issues have been addressed.

Committee Reports -

A) Executive Committee - Charles Walsh

- Strategic plan was passed by the City Council at their recent work session
- Action plan completion has been moved to November board meeting
- Council market driven funding (TIF) education process deadline has also been moved to November.
- The Mill Levy vote will occur November 5. Board members selected downtown property owners that they will reach out and inform them regarding the voting process, along with providing an up-to-date DDA progress report.

B) MARCOM Committee – Mike Stepp

- Branding/marketing plan for garage reviewed by Brandon for final input prior to presenting to City staff.
- Holiday Campaign in progress.
- First Night – DDA will be serving hot chocolate from DDA office during the event. Event begins at 6p on New Year's Eve. Brandon, Charles, Mike, Brian and Renee volunteered to work. John Johnson will donate hot chocolate and cups.

C) Finance – Brettnee Tromble

- Discussions with Jeff Van Hoff from Missoula, Montana and Dan Senftner from Rapid City, South Dakota regarding financing methods used for their respective public plazas. Establishment of blight in the minds of the city council is the first step toward obtaining a property TIF. Rapid City plaza constructed with half-cent tax along with private donations. Plaza is self-funded from rental fees, beer sales, etc. along with substantial sponsorships. Brettnee will continue researching and report in November. Council one on one meetings regarding sales tax TIF need to be completed by next board meeting and Brettnee is available to help.

E) Infrastructure - Brandon Daigle

- Presentation of 90 day assessment is being finalized. Large ticket items, such as new ticketing and software POS equipment are coupled with day to day maintenance, booth aesthetics, recommended hours of operation, staffing and reimbursement for painting project assistance.
- Garage brand has been discussed. "The Range" is proposed name change and marketing opportunities will be part of the overall plan that is presented to City staff on October 17.
- Restroom project is underway. City has entered into contract with Randy Hein and goal of restroom completion by March, 2014. Brandon will continue to be involved in the process.
- Rocky Mountain Power will be meeting with Infrastructure on Gateway project. Grant application for WBC funds is still being considered.
- Brian Scott is researching feasibility of replacing existing sound system with an FM receiver. Sound would cover the downtown area.
- Lisa is working on residential housing inventory opportunities.
- Brandon is meeting with Casper College students regarding data base.

F) Governance - Scott Murray

- Review and rewrite process for parking application, contract and rules/regulations documents. The goal is to have documents completed for November board meeting.

Action Items:

1. Board members to contact assigned property owners to review mill levy procedures, etc. prior to November 5 vote
2. 90 day staff reviews for parking structures to be completed prior to November board meeting
3. Board members to meet with assigned council members regarding TIF prior to November meeting
4. Action plans to be completed by November board meeting
5. Restroom project plan to be completed by November board meeting
6. Garage marketing plan to be completed by November board meeting

Motion to Adjourn

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

The meeting was adjourned at 12:30 pm.

Approved by:

Secretary's Signature: _____/Date: _____

Board Member's Signature: _____/Date: _____