**DOWNTOWN DEVELOPMENT AUTHORITY**

Board Meeting Minutes

September 11, 2013

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

**Public Comments:** There were none

**Call to Order:** Chair Charles Walsh called the September 11th meeting to order at 11:34am.

**I. City Report**

**Liz Becher** – Liz reported the following:

* City will host a public open house for Midwest Avenue project (Poplar to Center Street) in late September. Invitations will be sent to board. Design drawings are to be displayed and board input is encouraged. Walkability, streetscape, etc. to be considered. Production contingent upon funding.
* Starbucks on Center Street is slated to go to Council for final approval next Tuesday. Corporate owned business with modular construction concept to be utilized at this location.
* Josh Bake is working on a downtown grocery. Some interested has been shown from national and regional grocery chains. DDA
* Village Inn reopening. Land has been purchased by PJ Gulley and façade improvements under consideration. No new open date announced as yet.
* Former Bi-Rite location. City involvement limited to façade assistance. No open date known.

**Approval of August, 2013 Board Minutes**

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

**Financials –** Renee presented the September, 2013 Financial Report

* DDA is on target for the fiscal year. Check detail included a check to E&A Cleaning for office carpet cleaning. Board questions regarding a change in DDA location. Infrastructure Committee/Lisa Burridge to establish criteria and evaluate feasibility of moving to new space prior to next board meeting.
* Parking Facilities financials were reformatted to add source of revenue detail. August expenses were unusually high due to start-up costs. RMP deposit, liability insurance, new ticket dispenser mother board and general expenses were reviewed. Some expenses to be addressed with City at 90 day follow-up meeting. Board comments related to revenue reporting led to request for accompanying income statement. Admin salary and staff incentive lines explained to board.

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

***Motion, Second, Passed (Brian Scott Gamroth/John Johnson)***

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

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

**Director's Report -** Renee reported the following:

* Data base project with Casper College has begun with target completion of December. City request for data base to be added to City GIS system upon completion.
* College bike path (lane) into downtown area in process. Council to approve path, signage, etc. in October.
* Annexation progressing with more aggressive effort in coming weeks. October 31 deadline will be met.
* Mill levy project has involved updating annexation information within DDA boundaries. A caution that Steve Bennett and the FUMC organization expressed concerns regarding 1 cent renewal, along with DDA mill levy renewal. Lisa to follow up with Steve. Contact list to be distributed to board for follow up contact. Charles urged contact of property owners personally known by board members.
* Banner research ongoing. Bids for banners that extend between buildings between $1,200 and $4,000. Downtown banner program submitted for consideration as part of Community Promotions program. Council urged to continue in-kind program. Charlie Powell indicated banner program has passed through two readings.
* Holiday campaign will be produced by DDA. Spirit of Christmas funding for downtown activities will be assisted by MARCOM.

**Committee Reports -**

**A)Executive Committee –** Charles reported the following:

* Strategic plan from April retreat has been updated with board member assignments in place.

Hotel, Retail Downtown Mentoring, Retail Downtown Major Brand Recruitment, Housing, Parking, Public Gathering Spaces, Events and Promotions, TIF, Property Tax TIF and Ongoing & Project Specific Funding Sources were all assigned to project lead and support roles. Project lead is to complete plan including completion dates prior to next board meeting.

**B) MARCOM Committee –** Mike reported the following:

* Branding/marketing plan for garage ready for City approval on or before October meeting.
* New downtown map in production. Zachory Pullen designing.
* Newsletter to be distributed in October. Will emphasize mill levy.
* TIF document submitted to Brettnee for approval
* DDA to produce Holiday campaign. Total cash budget of $8,000 ($4,000 contribution from DCBA)
* Downtown coupon book to be distributed to conference hotels for distribution to conference attendees. DDA sponsoring with $750 cash buy, along with hotel coordination. Distribution by CST. Board noted lack of participation by CACVB due to downtown exclusivity. Board also noted concern that DDA is expending revenue for this CST project.
* First Night ask for 2013 is $3,000. Committee approved $1,500, which is already earmarked in budget. Board urged that retail sector become more involved by being open for New Year’s Eve. Ice carvings to be placed in Second Street planters. DDA to ask 12/24 Club for opportunity to have bigger presence at event.

**C) Finance –** Brettnee reported the following:

* Sales tax TIF one sheet(Market Driven Funding) has been edited for content. Intended to be supplemental to a face to face conversation with City Council members. Lengthy discussion to clarify TIF opportunity and legal requirements. Early 2014 target date. Board members assigned to speak to Council (Brettnee available to accompany for all meetings): CraigH/Brian Gamroth; SteveC/Brian Gamroth; Paul B/Lisa; PaulM/John; BobH/Sona; Keith/Sona and Renee; Kenyne/John and Brettnee; Charlie/Charles and Louis; DanielS/Charles and Mike
* Property tax TIF was utilized as part of funding for Missoula public plaza. The model is a perfect one for Casper. 2/3 of funding for Missoula development authority comes from events held in plaza. After TIF sunset, taxes go directly to County coffers. Property tax expert in Missoula to be contacted for conference call with Finance Committee, along with possible visit to Casper. Brettnee will also visit with Rapid City to discuss their plaza financing. Clarification on statutes governing property tax TIF.

**E )Infrastructure** – Brandon reported the following:

* Bid for public restroom design awarded to Hein/Bond Architects. Restrooms should be operational by Spring.
* Paint bid awarded to Paramount Construction for $89,526, which was over by $14,526. Funds will be reallocated within grant. Painting to begin in September.
* Gateway project underway with a grant application submitted to WBC by March 1 deadline.
* Garage needs assessment nearing completion and will be ready for presentation to City prior to October 17 meeting. City has requested an overview in order to prepare for meeting.
* Sound project has gone back to square one. MOOD sound technicians were unable to match plans to actual conduit layout. Additionally, conduit not large enough to sustain additional wiring for Center and Wolcott Street speakers. Revenue opportunity still exists if DDA has ability to sell satellite music capability to individual merchants. Will continue to pursue.
* Branding contract awarded to AdBay with project completion as of March 1, 2014.
* Downtown sheep kiosk project waiting for new design and bid for production from Pepper Tank.

**F) Governance -** Scott reported no activity from the committee for the month of August.

Action Items:

Liz to notify DDA as to participation with site selection for grocery store in downtown area

Renee and Finance to work on parking facilities reporting per board request

Action plan project leaders to finalize details including deadlines. Renee to distribute DDA property owner list to board members and, in turn, board members to select property owners they want to visit with regarding mill levy election

Amber to finalize proposals for operating equipment and credit card vendors in parking garage

Lisa to talk with Steve Bennett regarding DDA mill levy support

Brian to talk with Steve Cathey regarding DDA mill levy support

Renee to follow up with Liz on banner program and costs, etc.

List of 2013/2014 earmarked sponsorships to be distributed to board

MARCOM to meet with 12/24 Club regarding First Night opportunities for DDA

Board to reach out to their assigned Council members for TIF discussion: CraigH/Brian Gamroth; SteveC/Brian Gamroth; Paul B/Lisa; PaulM/John; BobH/Sona; Keith/Sona and Renee; Kenyne/John and Brettnee; Charlie/Charles and Louis; DanielS/Charles and Mike

Brettnee to distribute TIF document when finalized

Renee to obtain sales tax revenues for DDA boundaries from state

Scott to clarify property tax TIF requirements per state statutes

**Motion to Adjourn**

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

The meeting was adjourned at 1:09 pm.

Approved by:

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

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