

Downtown Development Authority

Board Meeting Minutes

July 9, 2014

Present: Charles Walsh, Brian Scott Gamroth, Brettnee Tromble, Brandon Daigle, Louis Taubert, Sona Rummel, Scott Murray, Mike Stepp, John Johnson, Kevin Hawley, Tammy Carlen, Josh Bake

Excused: Lisa Burrridge, Charlie Powell

Call to Order: Chair Charles Walsh called the July 9, 2014 meeting to order at 11:32am.

- **Guest:**
 - Introduction Corin Erickson – Jolly Good Studio, Marketing/graphic design, has experience with community development projects. Duluth, MN

City Report

Josh Bake -

- OYD Parking changes: Still under review.
- Garage Construction Agreement (restroom project) : Josh will get an update.

Approval of June, 2014 Board Minutes

Motion, Second, Passed (Brettnee Tromble, Louis Taubert)

Financials – Brettnee Tromble

- Finalized fiscal year, identified assessment payment received during June, pointed out that the DDA is still about \$10,000 short on receiving the projected mill-levy. Tom Doyle, County Treasurer, will get us a report for the outstanding taxes due. Budgeted flat for the 2014-2015 upcoming budget. Tammy to follow up regarding sale of tax delinquent properties. Budget surplus for the year 2013-2014 which will help defray the expected increase in the 2014-2015 fiscal year. Added an additional \$47,000 to reserves.
- Parking Garage: small surplus for 2013-2014 as we were unable to perform some of the planned projects that were budgeted for during the year. Branding, projects, etc.
- DDA Check run – identified invoices for the flowers for the planter's downtown as unusual annual expense and will remain in line with the 2014-2015 budget. First invoice from the TIF consultant. Rent check is to IDE Properties, as Bob Ide purchased building July 1, 2014.
- Parking Garage – First payment regarding renewal of liability insurance.

Approval of June, 2014 DDA & Parking Garage Financial Reports & Payments

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

Director's Report – Kevin Hawley

Project Milestones (Event, Target Date, Completion Date)

- TIF consultant –July 21, 22, 23
 - Site visit meetings scheduled, minus Schools
 - July 22, noon – Civic leader presentation

Accomplishments

- New office: \$1,500 targeted lease for new office space, DDA occupies unwanted remaining space
- Vending machines installed in garage
- Hotel Virginia – soft opening sneak peek
- Lemonade Day – 15 stands downtown
- Sidewalk chalk/Pancake Breakfast
- Parking Garage/lot – new monthly
- Bathroom project approved
- Slow ride – community engagement DDA/OYD
 - 35 first ride
 - 50+ second ride

Planned Activities

- Budget
 - July 17, noon – public hearing at DDA
 - City/State Audits upcoming
- Casper Brand
 - Press Conference - July 17
 - Community charette – July 21
 - “Creative phase” Logo/taglines
- Office relocation – August 1
- Downtown Historic District – workshop, best practices, grant opportunities
- GIS database – business recruitment tool
- 225 S. Midwest - Susan Bishop – potential 1 or 2 unit loft space
- Pigeons-Concern from the public about the method to remove the pigeons

Challenges/Concerns

- Opportunities:
 - Increase Parking Garage occupancy 10-15%
 - Continual education and advocacy – DDA & PG

Discussion: Hourly parking availability in the parking garage structure: Louis & Charles to setup a meeting with Kevin to discuss options.

Committee Reports –

A) Executive Committee – Brian Gamroth

- Reviewed financials and public hearing, need proxy's in place for the meeting
- Office lease discussions
- Board Elections: two current board members, two interested parties outside the board, resumes included in the board packet. Board member vote will take place today.

- Charles reported Kevin's 90 day review and establishing performance goals. Established a timeline for achievement to be reviewed quarterly.

B) MARCOM Committee – Mike Stepp

- Crazy Day's/Balloon Fest
 - DCBA ask \$3,500
 - Motion from the committee, \$2,500 to be allocated as
 - Media \$1,000
 - Sponsorship \$1,500

***Vote to approve \$2,500 DCBA Sponsorship, Crazy Days/BalloonFest
Motion, Second, Passed (Mike Stepp, Brian Gamroth)***

Discussion regarding splitting the events over two weekends. Concern that splitting events will hurt attendance. Board requested a report on actual attendance at the end of events.

- Introduction of the organization "Rally" that is joining the MARCOM committee

C) Finance – Brettnee Tromble

- TIF – asked for the directors to help identify areas of blight for the TIF consultant's visit. Distribute the draft of the consultant's presentation to the board. Consultant will be in Casper July 22nd for presentation to the public, encouraged the board's participation for the presentation at 12 noon and at 4:30 pm on the 22nd. Discussion regarding the consultants schedule while in Casper.
- Budget Notice – Sent to the Star Tribune, Kevin received confirmation that the notice will run July 10th.
- Public Restrooms – Through discussions with the City of Casper, portions of the grant received by the DDA from the city were agreed to be reappropriated to complete this project. The DDA has committed \$21,971 from the grant to help fund the public restroom. The city has now committed to making the inside signage and asked the DDA to request an additional façade grant from the city for the external signage. The intent for the exterior signage would be \$10,000 of DDA money, with a matching \$10,000 city façade grant. Funds left on the grant after the reallocation to the bathroom project would be roughly \$18,000.

D) Infrastructure – Brandon Daigle

- Public restrooms contract has been awarded to Haas Construction
- Infrastructure meeting to discuss the plan of action regarding the Public Plaza, establishing the critical path forward
 1. Approval from the state to acquire the building
 2. Relocating the tenants for the state into another property

3. Develop a fund raising campaign to fund the building of the plaza
 4. The DDA future vision
- Presentation to CAEDA Board on the Public Plaza by Charles & Brandon

E) Governance – Scott Murray

- Parking Garage Contracts modified included in board packet that need to be accepted and voted on by the board.
 1. Parking Lot Contract
 2. Parking Garage Contract
 3. Rules and Regulations
 4. Application

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

F) Board Elections – Charles Walsh

- Opened discussion for elections to the Executive committee,
 - Current members indicated that they would commit to continuing
 - Nominations from the floor
 - Motion to leave the current executive committee

Motion, Second, Passed (Mike Stepp, Scott Murray)

- Proposed \$1,000 bonus for first 90 days performance for Executive Director, Kevin Hawley
Motion, Second, Passed (Charles Walsh, Mike Stepp)

- Board Seats – Confidential Vote (Vote for two)
 - Brettnee Tromble
 - Mike Stepp
 - Lindsey Grant
 - Peter Fazio
- Proxy votes for 2014-2015 Public Budget Hearing approvals were handed out
- Board Member Election – Vote Counted
 - Kevin Hawley, Count
 - Charles Walsh and Tammy Carlen, witness

Motion to Adjourn

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

The meeting was adjourned at 1:00 PM

Action Items:

1. Tammy - Follow up with the Natrona County Treasurer's office, regarding outstanding property tax payment report for FYE 2014. Also, inquire about delinquent property taxes vs. sale of property
2. Louis, Kevin, & Charles - Meet to discuss options regarding hourly parking, Downtown Parking Garage
3. Board - Relocation of office Thursday, July 31st @ 4PM
4. Brettnee - Distribute the TIF Consultant's PowerPoint Presentation to directors before presentation to the public
5. Kevin – Request an evaluation of the Crazy Day/Balloon Fest attendance from the DCBA Board

Approved by:

Secretary's Signature: _____/Date: _____

Board Member's Signature: _____/Date: _____