

Downtown Development Authority

Board Meeting Minutes

September 10, 2014

Present: Charles Walsh, Brian Scott Gamroth, Brettnee Tromble, Pete Fazio, Lisa Burrige, Louis Taubert, Sona Rummel, Scott Murray, Kevin Hawley, Liz Becher, Josh Bake, Charlie Powell, Brandon Daigle, Jennifer Hanks

Excused: John Johnson

Call to Order: Chair Charles Walsh called the September 10, 2014 meeting to order at 11:32am.

Public Comments: N/A

City Report

Josh Bake

- DDA billing, in accordance to our agreement with the City, for rent at 234. S David has not been started. That has been worked out and there should be an invoice very shortly.
- Started parking study – looking at proposed sites, taking into consideration surface lot parking, possible parking structure site, as well as the needs of The Plaza. Another co-dependency will be where the State decides to locate their new building. The study is being conducted in-house by city planner, Aaron Kloke.

Liz Becher

- Maintenance agreement for the bathrooms – DDA Lease Agreement and Contract with the Business Council suggested that the DDA is responsible for maintenance on the public bathrooms. The contract needs to be finalized so that it can go to City Council.
- The City will handle damage to the bathrooms, graffiti, etc.
- John Patterson, based on the DDA trip to Rapid City, is looking into automatic locks that are on timers. These locks were not included in the original construction cost and The City will cover the cost. The DDA can control the timers based on the hours that the bathrooms will remain open and can adjust the timers for special events.

Comment: Charles Walsh indicated that he did not recall that the maintenance for the bathrooms was part of the contract. A meeting will be scheduled to further review the matter this week.

Charlie Powell

- Had the opportunity to visit the Plaza in Rapid City on Saturday during a crowded concert. It was very family oriented and a wonderful atmosphere to experience. Excited to see that possibility coming to Casper.

Comment: Charles Walsh expressed appreciation to Charlie Powell for his special effort representing the Plaza to City Council.

Approval of August, 2014 Board Minutes

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

Financials – Brettnee Tromble

DDA:

- Budget through August is slightly misrepresented because we have not been invoiced for rent or utilities yet.
- Expenses are in line with the budget with the exception of additional unplanned expenses for moving, the new TV and wall mount. The report states “moving expenses” but that amount is actually the entire MasterCard balance. It is correct in the files, but the report printed incorrectly.

Parking Garage:

- Normal expenditures.
- Utility Bill is not included in the August Budget – Per Kevin Hawley, the deposit has been applied to the bill for August so there is no invoice or amount due.

Comment: Lisa Burridge commented on the amount of past due customers at the parking garage and asked what was being done about it. Kevin Hawley responded that we are still trying to collect the updated contracts and AR collection efforts are improving.

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

Motion, Second, Passed (Lisa Burridge, Scott Murray)

Director’s Report – Kevin Hawley

- Introduction of Jennifer Hanks, Administrative Assistant.

Accomplishments

- Bathroom project underway.
- Park Free Friday resulted in a 21% increase in hourly parking for the month of August. There is no sponsor for September as the person we were working with became non-responsive at the last minute. In the future we will work on securing commitments earlier so this does not happen.
- GIS demonstration with Jeff Sun, Casper College went great. Brandon will discuss further during Infrastructure report.

Planned Activities

- Downtown Historic District workshop has reenergized talks with the Historical Society to engage with the community and establish best practices with renovations. An example is the building behind Peaches Restaurant, where they used stucco to cover up the existing historical brick. Josh and Liz will be taking the lead on this with Peggy Brooker and the Historical Society.
- Project for Public Space, Platte River Trails Trust, will meet September 24. Will send reminder email. Great opportunity to make some connections for our events-driven Public Plaza.

Challenges/Concerns

Lou Taubert inquired on the Sidewalk issue at Sanford's. It was determined that the City of Casper is handling this and the DDA will not be involved.

Committee Reports –

A) Executive Committee – Brian Gamroth

- Met with WY Community Foundation – Brettnee will discuss that further during the Finance Report.
- Restrooms construction is ahead of schedule. We are hopeful the project will be completed ahead of schedule.

B) MARCOM Committee – Kevin

- Park Free Friday's – Discussing what we can do to ease the burden of hanging the banners and figure out a way to get more visibility. One possibility is placing the signage closer to the street to target motorists circling the block.
- Reorganization of the committee
 - Pete Fazio taking over as Chair.
 - Identified possible members to target in order to ease the burden and focus more on executing our ideas.
- Developing a comprehensive plan to align MARCOM with the rest of the board and give us direction.
- Logo Improvements – City wide brand should be out in about a month. We will wait for that release and then we plan to get the information to a company like 48 hour logo to give us a variety of options.
- Sponsorships:
 - American Cancer Society – Ask \$750, recommended \$250 for the American Cancer Society.

Vote to approve \$250 American Cancer Society

Motion, Second, Passed (Charles Walsh, Brandon Daigle)

C) Finance – Brettnee Tromble

- TIF - currently working on submission of our long range development plan to the planning board.
- Funding platform for the Plaza
 - Meeting with the Wyoming Community Foundation – they will establish a capital campaign fund, facilitate the gift letter and invest and manage the funds. We don't have the capacity to do that in house and we feel that they are a great option for us. They also offer an endowment fund option for the long term needs with a 2% annual fee.

- We need to develop a resolution with the Board prior to establishing a relationship with Wyoming Community Foundation. This will be presented at the October BOD meeting.
- Will develop separate campaign committee, using each of the committee chairs so that everyone is involved.
- Tom Doyle County Treasurer) has been invited to the next meeting, have not heard back from him.

D) Infrastructure – Brandon Daigle

- Construction on the public restrooms is progressing. Today we selected Cooperstown Brick for the exterior. That should be up in three weeks, walls should go up this week.

Comment: Charles Walsh - We need to get ahead of media coverage on the bathrooms. Set up a ribbon cutting and get out a press release in order to get some recognition for DDA and the City of Casper for all or their hard work. He suggested that MARCOM put this on their agenda to address at their next meeting.

- Public Plaza
 - Made Presentation to Worthington, Lenhart & Carpenter- Civil Engineers. Their Grant Coordinator, Brad Miskimins, has volunteered his services to the DDA for the Plaza.
 - MOA Architects has created a pre-conceptual site plan that we are currently using to scope and develop initial cost estimates.
 - CEPI is putting together a pricing plan.
- GIS – We are adding additional layers of information to the existing database – expanding beyond the 1st floors of the buildings. We feel that is where our opportunity for development lies. Kevin and Brandon are meeting with Jeff Sun at Casper College and his class to begin the 2nd phase of this project.

Board members discussed the possibility of getting inside the buildings so that potential developer and investors can take a virtual tour. Brandon will look into getting a computer science/programming class at the college to evaluate this option.

- Relocation of the State Office- Kevin spoke with Bob Ide and his partner, they are ready to go. Next step is to set up a walkthrough with the State and their IT Manager to discuss getting Fiber into the Petroleum Building. The Goodstein building is also still an option.

D) Governance – Scott Murray

- Governance has nothing to report, extending offer to the other committees to help out where needed.

Motion to Adjourn to Executive Session

Motion, Second, Passed (Charles, Walsh, Brandon Daigle)

The meeting was adjourned at 12:46 PM

Action Items:

1. Kevin to set up meeting for next Thursday 8am with Louis and Sona to discuss office space advertising.
2. Kevin to set up meeting with Charles, Brandon, Liz, John Patterson and possibly Brian to discuss bathroom maintenance.
3. Look into Wyoming Community Foundation and the Casper Community Foundation Grant Opportunities.
4. Brettnee to draft resolution for Wyoming Community Foundation and present for vote at next board meeting.
5. Committee chairs to set up meeting to discuss next step for Plaza Funding.
6. MARCOM – begin process for marketing of the bathroom opening, Brandon to talk to John Haas, prepare a press release, Include DCBA, CAEDA and CVB, Set up discussions with Tom Dixon at the Tribune, as well the Casper Journal.
7. Look into virtual tour to add to the GIS database.

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____