

**DDA BOARD OF DIRECTORS**  
**December 9, 2009**  
**Agenda**

**Present:** Liz Becher, Peggy Brooker, Cathy Carson, Debbie Ludiker, Toni Lussier, Dick Munroe, Drew Perkins, Kate Sarosy, Brettnee Tromble, Charles Walsh, and Tina Wulf

**Excused:** Jesse Helm, Randy Pryde, and Bob Ide

**I. Called to order** – Chairman Drew Perkins called the Dec. meeting to order at 11:36 A.M.

**II. City Report**

Liz: In Oct. the City Council approved \$36,000 of Community Development Block Grant monies for WYO Central Credit Union to buy concrete blocks for their retaining wall with the stipulation that they make a 5-year agreement. The main concerns mentioned were to keep their parking lot for public use after business hours and to carrying the standard insurance.

WYO Central Credit Union responded that they already were under an 18 month contract with Movie Palaces. The public does have access after business hours for parking. They have met the qualifications for beautification for the CDBG monies. They plan to renew their contract with Movie Palaces who in turn keeps their lot clean. They prefer to have an understanding with the City Council, but not a written agreement.

On Monday, Council agreed to the new terms for WYO Central Credit Union. Tuesday it will go before the full Council for minute action approval.

We have reelections and reappointments for Old Yellowstone District Committee Members.

The City consulted a lawyer to get his legal opinion on expanding DDA boundaries west. We were concerned about the overlap but there is no need to worry. If the City institutes an urban renewal tax, the City would end up tracing those dollars separately. For example, Charles has property in both districts and could potentially be doubled taxed. The City does not plan to institute URA taxing immediately, but should it happen the taxes would be traced separately and used separately.

Kate: The Mayor next year will be Bill Brauer, and Paul Bertoglio will be Vice Mayor for the third time. There will be a fiscal meeting in January.

Tonight at 6 to 7:30 P.M. at City Hall there is a public comment period on the proposed enhancements to Collins Street. The media did not know about it, and the public probably does not know. We do not expect a large turnout.

We are in the process of acquiring the last piece of property for the David Street project. Building David Street out to Collins Drive is on the books for this coming year (depending on financials). The goal is to have David and Collins done by the end of next summer.

The budget is going to be tight in 2010. The Governor is proposing substantial cuts.

**III. Approval of November 4, 2009 Minutes**

*Motion, Second, Passed (MSP) (Peggy Brooker/Cathy Carson)*

**IV. Financial Report for November 2009**

Treasurer Brettnee reported most November expenses are normal. Extra expenses were \$2000.62 to Oil Capital Tree Service for purchase of the Christmas lights, and \$200 in expense for the Parking Garage promotion. The budget is near 40% (5/12 of the way through the year). We are on track with operating expenses at 36%. Advertising is high because of the Holidays. \$52,566.86 of Assessments was deposited 12/8/09 into the Checking Account. The bulk of that will be transferred into the Now Account which will put it above \$100,000 again. Three CDs are

coming up for maturity on 12/16/09 for \$25,000 at 2.75%. We are not eligible for CDs at a Credit Union because of the way we tax and how we do our budget. Rates are low. 12 to 18 month CDs would be a good idea.

The CDs are fully insured through First Interstate and DDA has another \$100,000 of pledged insurance.

Q - Are there any Capital Expenses in budget over the next year?

A - The big item is Center Street, but it will not happen for 1-2 years.

Brettnee recommends we keep the CD money in the downtown district. Banks in the district for consideration are American National, First Interstate, or Hilltop.

Cathy recommends we stay at First Interstate. It will be easier for Brettnee. First Interstate has pledged securities so the DDA is covered. They have waived fees that benefited the DDA through the years. Unless Hilltop is a half a point higher she thinks we should stay with First Interstate. Cathy believes we should continue to keep the 3 CDs separate; there is no benefit in combining them and that way the CDs will simply roll over.

Tina explained why there were three separate CDs. If DDA needed money, we could cash in 1 or 2 CDs and take the penalty only on those accessed.

Motion, Second, Passed (MSP) (Cathy Carson/Charles Walsh)

## V. **Approval of Financials**

Motion, Second, Passed (MSP) (Kate Sarosy/Charles Walsh)

## VI. **Director's Report**

Tina said there were about 400 people at Sharyn Wolford's funeral. Wolford's is now open and participating in the Christmas window contest.

Downtown will undergo an Environmental Investigation and the EPA may test for some trace elements from an old refinery site; they want to insure everything is fine. Testing will begin fairly soon. It's standard operating procedure to notify everyone within the area. Letters will be going out to those tenants directly involved. EPA may drill small wells, test, and then cap wells which will remain on site.

I will be at a meeting on Tuesday with the Chamber of Commerce to consider upcoming business legislation.

## VII. **New Business**

### **Letter to Property Owners**

There is a letter to be signed and sent out to the property owners informing them of the results of the election and inviting property owners to come to future board meetings and visit our web site.

### **3/50 Project**

Sharon Hood, a former Casper native, is the publisher of e' Bella, out of Naples, Florida. She wrote an article about the 3/50 project. The theme is to pick out three locally owned downtown businesses and spend \$50 at each place. Fern Olson, wife of Bob Olson, a downtown property owner, and Louis Taubert, both brought it to the DDA's attention and suggested DDA get involved. Dale Borhen wrote his recent editorial about supporting local businesses, and the Chamber of Commerce is supportive. Casper Star Tribune is going to try to continue a shop local campaign after the first of the year: in particular - "Make it your New Year resolution to support locally owned businesses. Keep your money in Casper and here is why ...." Both papers have been running promotions like "Buy Local" and want to continue their support.

## **Chairmanship**

Drew Perkins is leaving Swartz Bon. His new office is outside the DDA district. The question on the table is should Drew remain on the board and finish his term as Chairman? DDA is allowed to have at-large members.

Discussion took place after Drew left the room.

Peggy asked does anyone have feelings about Drew staying on as chairman.

Q - What do the By-Laws state?

A – DDA is allowed do have members at-large. Drew is eligible to stay on.

Q - Do we have any other members at-large?

A – No. Drew would like to stay on and finish his term which ends June 30<sup>th</sup>, 2010.

Q - Is he eligible for reappointment?

A – Yes. I expect he will not stay on after his term is finished.

Brettnee stated, if Drew wants to finish his term, absolutely let him even though he is outside the district. He knows so much about downtown.

The decision is to allow Drew to finish his term in office.

## **VIII. Old Business**

### **Christmas Lights**

The DDA is in negotiations with the Chamber to install a plug-in in the Parking Garage. The plug-in will be used to power the lighting of 2 trees. DDA is currently awaiting a response on a 50/50 split.

Q - Why is Modern Electric Company estimate so high?

A - The reason is the difficulty of installing the plug-in and they are going to have to use a GFI receptacle.

Cathy recommended if we get a 50/50 split to go ahead and pay up to \$500 if needed.

*Motion, Second, Passed (MSP) (Cathy Carson/Brettnee Tromble)*

### **Christmas Gift Certificate**

Illustration attached to packet for Board information.

### **Business Case for DDA District Boundary Expansion**

#### **Criteria for expansion**

- Three areas of expressed interest for possible annexation
- Residential, nonprofit versus retail which generates assessment revenue

Tina's recommendation is to go west towards the Iris because it is simple, close, and logical. South down Center Street is not the best at this time because of the amount of time, energy, and effort that would go into the annexing.

The DDA was created to identify downtowns that are degraded. The DDA authorities created these districts so they could assess taxes to help promote revitalization of the area. The reason we are considering this now is that we have had some property owners approach us to join. Expansions are on a voluntary basis.

Drew recommended we take more time to study the plan and explore the pros and cons.

Therefore the discussion was tabled to the next meeting.

### **Graffiti Update**

DDA has spray cans of Goof Off for property owners wishing to remove their own graffiti. Beth Andress, of Keep Casper Beautiful, provided a demonstration. DDA gets the cans at the City's cost (approximately \$5.50 a can), half the cost of what you would pay at Diamond Vogel. The Board suggests we offer the cans to the property owners as they report graffiti.

Charles Walsh suggests DDA ask the City to offer Goof Off to the property owners as well.

### **Recognition Awards**

The Businesses selected for nomination are as follows: Townsend Justice Center, The Wolcott Galleria, Don Juan, Triflection, Hilltop National Bank, Rocky Mountain Real Estate, Casper Storage, Episcopal Diocese, Sierra West, WY Dept. Of Employment, Kirkwood Oil & Gas, Mark Okes, Goodstien, and Brian Scott.

Awards are to be given to property owners for noticeable improvements to the interior or exterior of their buildings or to business owners if they are responsible for the cost of the renovations.

The Board selected the following recipients for 2009: Townsend Justice Center, The Wolcott Galleria, Don Juan, Triflection, Hilltop National, Rocky Mountain Real Estate LLC, Brian Scott, Goodstein Property Management, and if completed, the Episcopal Diocese.

### **IX. Adjourned at 1:11 P.M.**

*Motion, Second, Passed (MSP) (Cathy Carson/Kate Savory)*

Minutes respectfully edited and submitted by,

Debbie Ludiker  
Administrative Assistant  
Downtown Development Authority

\*\* A compact disc recording of this meeting has been placed in the DDA Minutes. The CD can be played using DR-02 Software, Real Play and Windows Media Player.