

DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors
Minutes of January 9, 2008

Attendance: Tim Anderson, Liz Becher, Paul Bertoglio, Peggy Brooker, Cathy Carson, Jesse Helm, Bob Ide, Pete Owen, Drew Perkins, Randy Pryde, Kermit Wille, Ron Wright, and Tina Wulf.

Excused: Dick Munroe

A compact disc recording of this meeting has been placed in the DDA Minutes. The CD can be played using both DR-02 Software or Windows Media Player.

A quorum was ascertained. Chairman Helm called the meeting to order at 11:40 a.m.

Chairman Helm thanked Tim Anderson for his years of dedication and service to the Board. Tim introduced his replacement, Ron Wright, and told the board, "You're in good hands." Chairman Helm welcomed Ron to the board. Ron said, "I have a lot of respect for Tim and I hope I can fill his shoes."

Public Comment - None

City Report

Liz Becher informed the board of the recent Old Yellowstone District (OYD) clean-up sponsored by the city. Ten huge containers were set out for various items of trash for disposal or recycling. The response was good and Liz received favorable comments from some OYD property owners. She added that the City is still tabulating the weight of trash hauled off and details would be released to the media soon.

Liz said several City staff will be attending over the next two days the Governor's Conference on *Building the Wyoming We Want*.

She said there was an article in today's paper highlighting the City's \$1.66M program – called Section 108 Loan Guarantee - which helps entrepreneurs in Casper's Core. Liz said HUD monies will help with development and redevelopment for downtown as well as the OYD. She agreed to email information about Section 108 and Block Grant to Tina for the DDA website.

Liz informed the board of the upcoming public meeting at which the public could address the Planning and Zoning Commission as either in favor of or opposed to the OYD redevelopment project. She asked if the board would consider speaking in favor of the project or reading a statement of support before the Commission on Thurs., Jan. 24 at 6 p.m. in City Hall Council Chambers.

Mayor Bertoglio said if we do not continue to redevelop Casper's core, of which the OYD is a logical part of, "We will lose our identity and we'll all become 'big box.'" He said the Council will likely support some infrastructure improvements such as with the old Yellowstone highway. If we try to align it with how WYDOT suggests, we will have to go through a business, he said, but we will not condemn it. We will pay premium to buy the business and move it. He said some of the roads in the plan may or may not ever go in, but anytime there is talk of change, there is resistance.

Liz handed out a fact sheet for the OYD Redevelopment project to all board members at Drew's request. Ron asked if the two districts, DDA and OYD, overlap. Drew clarified that there are only a few buildings on West Yellowstone that are in both. Randy Pryde asked what the mail in and email input has been favoring. Liz said 70% oppose and 30% are in favor of moving forward with the project at this point. She said comments include folks from Mt. View not wanting their taxes increased to support specifically sewer and water.

Tina said a reporter with the Tribune called and asked what the DDA's stand was on the project. Tina gave a personal comment and then said on behalf of the DDA, she thinks the DDA supports the project and Casper as well as the downtown should benefit from more balanced growth.

Liz also passed along information to Tina about other communities farmers markets.

Chairman Helm asked the board what they thought of Liz's request. Vice-Chairman Perkins said he it is generally a good project that expands the downtown. "The only caveat is that development in the OYD take place but not at the expense of the downtown." He added that there will be competition. He suggested that financial incentives offered to encourage the OYD should also be available to the downtown because if we end up with a built up OYD and a decimated downtown, we have the same situation but in reverse. Treasurer Brooker asked if a written statement that everyone has a chance to review could be presented instead of comments being made. Drew agreed that we have a written statement and that it be read at the meeting. Chairman Helm agreed there may be competition but it also aligns with the downtown.

Tina said since the downtown apartments opened their doors, there have been complaints about parking and she sees how the DDA and City work through this may impact the mixed-use parking for the OYD.

Cathy Carson asked if there was a way to encourage property owners within the OYD to become part of the DDA district. Chairman Helm said we can expand our boundaries. Cathy asked what we could offer those property owners by becoming part of the DDA. Chairman Helm said the projects we go forward with could include those annexed areas. For instance, he said a gateway sculpture

could then be placed there. Drew said other benefits include the graffiti abatement, alley lighting, etc. Cathy added we might want to include annexation ideas in our strategic planning for the 1/17 meeting. Chairman Helm said we may very well want to address whether or not we want to tackle annexing OYD properties into the DDA district.

Mayor Bertoglio added by annexing property from the OYD into the DDA, it opens up additional sources of funding for the DDA, such as Tax Increment Financing (TIF) for public infrastructure. Liz said, "That would be wonderful, Paul, because as much as we have been reading up on TIF, that would be wonderful for all of us. "

Cathy said we looked at TIF very seriously quite a few years ago. Kermit added, "Right, before the theatres were built. We were profoundly trounced at City Council." Mayor Bertoglio stated the reason for that was because the DDA was not within the guidelines of a project; it was 'let's put a TIF on the area and use it for everything under the sun.' There was no definite plan for it."

Cathy said we have more concrete projects since then such as the graffiti abatement and alley lighting, for example. Chairman Helm said that is exactly the kind of benefits we have to offer properties within the OYD. We have had a number of accomplishments within the past year that may entice owners, he added. "Whether we can get it passed, who knows," he said. "Nobody likes to be taxed."

Peggy said, "A TIF is not a new tax. It's just part of what the increase in the tax brings."

Kermit added, as the development of the area proceeds, "There is going to be a perceived need for more police, fire, and all of that costs money and that's what the TIF would be used for – everybody's competing for the same dollars." He said, "We spent too much time trying to figure out how it worked and if we could get it put on the theatres and bring them into the fold, that we missed the boat on actually having some good plans and productive uses for the money, but that was the first try."

Liz asked if that was the application that Mary Behrens worked on during Barbara Ann's directorship. Peggy said yes and Cathy added the DDA worked with Cheyenne a lot because they had utilized a TIF.

Chairman Helm said, "The key thing is, it is an option – a very viable option."

Tina said with that would come a need for expanded staff.

Action: Drew Perkins moved the DDA BOD submit a letter of support to the Planning and Zoning Commission at the Public Meeting, Jan. 24, 6 p.m. at City Hall. Randy Pryde seconded the motion. The motion passed unanimously.

Mayor Paul Bertoglio stated this would be his last meeting. He asked Kate Sarosy if she would serve and Keith Goodenough asked to serve. The Downtown District is split equally between them. Mayor Bertoglio said the Council will select the new Council Liaison. Chairman Helm thanked Paul for his service to the board and wished him well with his term as mayor.

Acceptance of December 5, 2007 Minutes

Action: Paul Bertoglio moved the minutes of December 5, 2007 be approved as written. Cathy Carson seconded the motion. The motion passed unanimously.

Financial Report

Treasurer Peggy Brooker reported from now on all DDA deposits will go through the checking account first for accurate accounting. She noted the checking account started the month with a balance of \$1,336.50. She said the two large checking deposits in December: \$7,000 from the McMurry Foundation for *The Joy of Life* sculpture fund and \$2,500 from the City towards the reprinting of the Art for the Streets brochure. There were regular monthly expenditures and the last of the holiday advertising expenses to the Journal for \$1550.05 and the Tribune for \$2191.00. Also, the DDA made two payments for pigeon control contracts in the amounts of \$688.00 and \$1600.00 for a total of \$2288.00.

Peggy reported WYOSIP started the month at \$305,838.10. There were five interest payments totaling \$1,215.19 for an ending monthly balance of \$307,053.29.

Approval of December 2007 Financial Reports

Action: Drew Perkins moved to accept the December 2007 Financial Report as presented. Paul Bertoglio seconded. The motion passed unanimously.

New Business

Strategic Planning Meeting

Chairman Helm reminded all board members about the upcoming strategic planning session with downtown property owners next Thurs., Jan. 17 from 2-5 pm with the first hour being for property owners to address the board with their ideas, concerns, and interests for the Authority for the next two years. The meeting will be in the downtown Wells Fargo Bank in the downstairs conference room. Tina said Drew graciously agreed to facilitate the session.

Community Market "Retreat"

Tina informed the board of the upcoming Community Market Retreat on Sat., Jan. 26 from 9 a.m. to 12 p.m. and mentioned she is still trying to secure a

facility. She said Jane Sullivan will make opening remarks, Jim Darwiche will give a history of markets and Pat Nagel will facilitate the rest of the meeting.

Advertising: Casper Journal

Tina shared spec ads and rates from the Journal for weekly advertising specials. Specs were for 4" full color ads (1 colx4", 4 colx1", and 2 colx2") for \$60/week or \$15 per column inch (pci) and 8" full color ads (2colx4", 4colx2", 1colx8") for \$13.75 pci. She said the DDA would have a weekly presence in the paper with the idea of keeping Downtown Casper "top of mind" for subscribers and readers. Additionally, by committing to run one ad a week for a year, all other ads run by the DDA would be priced at the same discounted rate of either \$15 or \$13.75 pci, depending on the package selected. For example, a half page full color ad with the weekly 8 inch package would be \$866.25 versus \$1239.50 to run the same ad WITHOUT the 8" weekly package (and the same ad with the Tribune would be \$1741.61 at our regular non-profit rate). Finally, other ads (other than the 8" ad) may replace the 8" and the DDA is NOT charged for the 8" ad on days when other ads are run.

The board selected the 8" ad package.

Parking Issue

Shortly after the Wyoming National Apartment building opened, neighboring merchants and property owners noted difficulty for their patrons in securing parking along the east end of the Second Street serpentine. Cars were double parking as tenants unloaded their vehicles – there is no loading and unloading zone for the apartment. Questions were raised at the Jan. 8th DMPA meeting about overnight parking, snow removal for the downtown with cars being parked overnight, weekend parking violations and no City Parking Violation Officer on duty, parking garage spaces for tenants going underutilized, if at all, etc.

The DMPA decided to form a Downtown Parking Committee to address these issues as well as: possibly increasing parking violation fines of \$5.00 to a more meaningful amount, feasibility of downtown tow-away zones for overnight parking and to ensure the City has access for snow removal and street sweeping and other items. Dawn Stevenson, Lory Palm and Tina Wulf said they would serve on said committee.

Tina said it would be beneficial to have all parties involved at the table when the committee meets, i.e., the apartment manager or Steve Grimshaw himself, the City of Casper, the CPD, merchants, the Chamber as they operate the Parking Garage and the parking garage manager. Tina asked for volunteers from the DDA BOD to serve on such a Parking Committee. Treasurer Brooker and Chairman Helm both agreed to serve on the committee.

Old Business

Board Self-Evaluation Results

Tina pointed out the tallied results of the DDA BOD self-evaluation which was included in the meeting packet. Of particular interest, she noted, was how the board rated itself (very good to poor) on 14 considerations as well as the five points board members suggested the Authority work on for the next year which included strategic planning, stakeholder recruitment and/or outreach, board committee assignments, and an understanding of approved comprehensive personnel policies, for example.

2007 Recognition Award Nominees

Due to board members needing to excuse themselves early from last month's meeting, there was not a quorum to vote on two additional award nominations: Elixir's @ 303 (the cigar bar above the 303 Restaurant) and SOL – A Modern Shoe Source for their 2007 building renovations. The board decided to add both Elixir's and SOL to the slate of 2007 recipients. Additionally, the board added a service award to be presented to Tim Anderson for his many years of service on the DDA BOD, bringing the 2007 award total to 12 recipients

Pigeon Control

Tina reported Mike Pipas is hard at work pre-baiting pigeons and preparing for another taking at the underpasses on Center Street and by Jonah Bank. Also, Tina was happy to report that response from the recent pigeon informational letter sent out to 112 property owners requesting roof access yielded replies from 33 downtown properties – the best response from any constituent correspondence since she has been ED.

Adjourn

Action: Paul Bertoglio moved to adjourn. Drew Perkins seconded. Motion passed unanimously. The meeting adjourned at 1:05 p.m.

Respectfully submitted

Tina M. Wulf
Executive Director