

DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors
Minutes of March 11, 2009*

Present: Peggy Brooker, Cathy Carson, Jesse Helm, Bob Ide, Toni Lussier, Drew Perkins, Randy Pryde, Kate Sarosy, Ron Wright, Tina Wulf and NIC staff members Holly Turner and Amanda Helm.

Excused: Dick Munroe and Kermit Wille

Unexcused: Liz Becher

I. Call to Order – Chairman Drew Perkins at 11:45 a.m.

Public Comment – NIC Presentation on upcoming downtown events including:

- NIC Fest, June 26-28, FREE event (15,000 attendees last year)
- Wednesday Night Live Concerts – July 15th-August 26th, FREE event
- Farmers Market – July 28th through September 22nd, FREE event

NIC seeks financial support and partnership through \$5,000 Entertainment Sponsorship of NIC Fest; part of that includes the Cabiri Troupe's stilt-walkers parading through downtown on Fri., 6/26 along 2nd Street, maybe towards the "Joy of Life" unveiling & dedication and then immediately leading attendees across 2nd St. to the opening of the NIC Fest; possibly walk 2nd St. on Saturday as well. NIC Fest will also host a buffalo roundup/reunion. Next year's Festival may focus on the wind. Cost about \$100,000 for event.

NIC also seeks sponsorship of the WNL Concert series for \$1,000-\$3,500. The NIC is also working with the Farmers Market to purchase 10 of the 40 downtown promotional banners, which will be hung May 15th through October. 5 banners will be for the Troopers, NIC Fest and WNL. Next year, CNFR will take 10 banners next year. Cost is about \$15,000 for series.

II. City Report - Kate Sarosy

Streets Enhancement Study Open House Wed., Mar. 18th, 5-7 p.m. City Hall, Lobby. City Metropolitan Planning Organization is looking for input to the design team and City staff on the proposed concept plans for Downtown street enhancements.

Parking ordinance rewrite - Kate said it is a more a change in the process. "It's more process than substantive; the substantive will come out of a discussion later between Council and staff."

Yellowstone Highway redevelopment project - Postponed a year. Apparently it is not as "shovel ready" as other projects.

Old Yellowstone Garage (former Tripeny) property/business owner John Huff is hosting this year's "Cruizin' with the Oldies" Memorial Weekend.

Chairman Perkins thanked Kate for her work on Council.

III. Approval of February 11, 2009 Minutes

Motion, Second, Passed (MSP) (Kate Sarosy, Cathy Carson)

IV. **Financial Report**

Peggy Brooker reported that the new monthly report would be directly generated from QuickBooks and it lists and totals all cash accounts (including the five CDs). In the past, individual reports for each bank account were generated and monthly cash totals were calculated by hand. This new report greatly reduces the chance of errors of omission or math, as occurred in January's report. Tina inadvertently carried over a wrong starting balance for checking. Peggy said, "Corrected reports for the month's of December, January, and February are presented for board members to see all the actual beginning and ending balances." Tina thanked Peggy for figuring out how to generate the new report in QuickBooks.

The budget report is usually a year-to-date format. Jesse asked if it would be possible for Tina and Peggy to incorporate the anticipated WYOSIP interest and the anticipated assessment numbers under income. Only amounts already realized are currently being reported. Also, Randy and Jesse inquired about the negative balance for PR/Promotions as we'll need to consider if and how to support the NIC with their sponsorship requests. The "year-to-date" report, unlike the fiscal year report, shows negative balances because not all of the DDA's income has been realized – much of the assessments due will not be received until possibly May, June and even into July, which is the beginning of the next fiscal year. Peggy and Tina said they would work on the suggested changes.

V. **Approval of January corrections & February's Financial Report**

Motion, Second, Passed (MSP) (Ron Wright, Kate Sarosy)

VI. **Director's Report**

Please see attached.

VII. **New Business**

Bob Ide – Bob reported on his attendance to the National Main Street Conference Pre-Trip with the Wyoming Main Street group of about 40. "It was all well organized - The best part of the whole trip was the connection with the other communities – it was a fantastic networking situation meeting the leaders of those communities and hearing what they're doing." The question Bob said he always asks is, "Why is this town here?" They toured three Main Street communities of 10-30,000 people near Chicago but in Wisconsin.

In Lake Mills they met some of the downtown and city leaders. Saturday morning, the Wyoming group was welcomed to White River with a reception by the DDA and City Council – "nice Heartland people wanting to pick our brain, too" - in a showcase-like facility on the river. They fed the group all kinds of homemade food and were very proud of what they've done and the projects they're working on.

"One thing I did learn is we have a lot going on here compared to a lot of those Midwest towns." Bob listed some of the large downtown projects we have going on such as the courthouse, the apartment building, and the Taubert's

recently renovated space. The last town they visited was Beloit, a former manufacturing community with a strong liberal arts college. The community took an old downtown hotel and with the college they made a deal with Barnes & Noble for the college bookstore to go off campus and into the old hotel with apartments up above.

Chairman Perkins encouraged board members to think about trying to attend next year's conference. "It'll energize you about serving on the Authority and energize you about your commitment to downtown." Also, he asked about the next Wyoming Main Street training. Tina will check.

Ron asked Bob if he gained perspective on whether or not Casper should join the Wyoming Main Street program. He said he got the impression from Mary Randolph when she was here that we should be members. Bob said, "My take on it, it costs money and everybody's got to watch the money, but to me there's no better networking for us – that is *it*. That's how you communicate and network with other communities throughout our state is almost exclusively through the Main Street program. For that fact, I think it's great for us. It's more exposure, direct contact, and a way to all work together for the same means to an end. I was sold on it; I think we should be a Main Street community, no question."

Cathy asked if all we really have to do is reorganize into different committees. Drew said it's more than that, but you do end up with four committees. He said issues we want to deal with are if we're Main Street, you're not DDA and DDA brings with it a minimum revenue base from taxation. With Main Street that goes away. Main Street cannot be a DDA, but there are places around that have successfully combined the two. Actually, he said, it helps out because you're able to split some of the administrative expenses. A lot of them are cohabitated and they share personnel. It can reduce the administrative burden for both entities. He continued. One of the primary differences you'll find is the DDA is over a specific geographic area and most Main Street areas are more narrowly defined in terms of their boundaries. For example, you'd designate Center Street from David to the railroad tracks and you'll concentrate in that area. There's a lot of overlap but there's some unique distinctions for each program.

Bob agrees we need to look closely at how we would mesh the two programs. Drew said the revenues for Main Street come from contributions, fundraising and through the National Trust. The funding is much different.

[According to the National Trust Main Street Center FAQ web page:

"Who pays for the Main Street program? Is it a grant?"

*"No. **Financial support for the program comes from the local entities that have a stake in the downtown: city government, merchants, businesses, and the public.** The success of the Main Street program over the years lies in the fact that **it is a local initiative, both organizationally and financially.** When there is local buy-in, people care more about the success of the program and become more involved". Bold added.]*

By-Law Updates

Tina said this segues to the next agenda item, which is an upcoming meeting with Mary Randolph on Wed., April 15th at 5 p.m. to about 7-7:30 p.m. to

review and update the by-laws and also take a look at our committee structure. Mary can help also speak to us about how we can mesh the DDA and Main Street, if that's something the board is interested in.

Paul Mack's Final Report

Every board member received Paul Mack's "An Aesthetics Assessment: Is Our Garage Inviting?" Also included are a parking garage maintenance guide and a solar energy PowerPoint. Tina noted four additional pages she inserted: 1) Denver Commercial Coatings letter from Tim Doherty, the contractor Paul spoke so highly of; 2) Information sheet on the paint used by Doherty in the Cherry Creek Mall parking structures; 3) Sherwin Williams' comparable product info sheet, and 4) Parking Today article written by Paul Mack about budgeting annually for garage re-stripping. Tina said all of this has been passed on Gary Clough as there are reserve funds from the garage elevator project that might go towards improving the parking garage's interior signage as recommended by Mack. Additionally, the City and Chamber are working on replacing the ticket machines and ordering exterior way-finding LED signs for both entrances.

Chairman Perkins asked if there was any board objection to sharing the report with other entities. Cathy said, "No, I think we should share it." Drew also asked about putting the report on the website. Tina said the report is already up on the website. Drew thanked the board for their permission.

DDA Subsidize Hourly for Year?

Randy said he would like the board to consider subsidizing the hourly parking for a year. He said it was a relatively small price to pay over the holidays for the overwhelmingly positive PR generated. He thinks paying for a full year would be great PR and perhaps lend a hand in improving relations. He said we're now making the on street parking more valuable through the increased fine structure. Maybe the garage can become an attractive alternative for those not wanting to pay the high fines. It might relieve pressure on private parking lot owners who deal with tenants' parking stalls being "hijacked". We're asking people to come downtown, but we're asking them to pay for their parking, too.

Chairman Perkins said the executive board discussed this and found two issues to think about for our next meeting when we'll talk more about it: 1) when we paid for the hourly at Christmas, we paid for each spot for 8 hours/day, so we're overpaying to a certain degree, and 2) there could be potential abuse if monthly residents or employees start using the hourly spots instead of their designated stalls. He added, we need a way to circumvent that from happening.

Randy said maybe we pay for four hours a day or parking garage staff go around and check license plates or look for monthly tags to ensure no one abuses the hourly. Drew said maybe the DDA pays for validations. For example, movie ticket stubs could serve as validations and we'd reimburse for those.

Peggy asked Toni if she validates. Toni said no. She has a private lot. Randy asked if her lot gets abused. Toni said yes. They've tried everything and only when they came up with money "penalty" did offenders take them seriously. Jesse asked what her signs said. Toni replied, "Private Parking Lot. \$20.00 for

the first hour.” Jesse asked how they “enforced” it. She said when they see someone park who isn’t a customer, they go out and put a note on the windshield. “Most people come in and pay it,” she added.

Peggy spoke with Fashion Crossroads and FC Outlet. They have validation stickers but hardly use them as no one asks to be validated. Peggy said, if we decide to pay for validations, we must advertise so people know about it and ask to be validated. Drew added we could have the garage attendants ask parkers for any downtown receipts for that day and use them as validation. Bob said he forgets to ask for validation so when he’s leaving the garage he just pays, but if any downtown receipt for that day works as a validation, he’d be likely to use it. The DDA could reimburse the Chamber for those validations.

April 8th DDA BOD Meeting

Tina informed board members the next board meeting, April 8, would be at The Wolcott Galleria (formerly Odd Fellows Bldg). We’ll conduct business as usual and towards the end of the meeting, Charles Walsh will give us a brief presentation and then we’ll tour the facility. Cathy asked where in the building we would meet. Tina said there would be signs to direct you.

VIII. Old Business

Pigeon Feeding Ban

Letters will go out to all County towns about a potential pigeon-feeding ban. Tina asked if it should go to Midwest and Edgerton. Jesse said it won’t hurt and the letter is informative. Kate said there is a monthly meeting between all the mayors and commissioners. She said it might be a good way to speak to them. She suggested Tina contact Tom’s office first.

“Joy of Life” Marquette Raffle – Board members were encouraged to take posters and received a packet of 20 raffle tickets each to sell. American National Bank and Visions Plus received an additional 20 tickets, as they are outlets. There’s a \$50 prize for the board member selling the most tickets.

Promotional Request from the NIC

Kate asked if we’d discuss the NIC’s request for funds for NIC Fest (\$5,000) and Wednesday Night Live (\$3,500-\$1,000). Drew said we’d discuss it at next month’s meeting. He asked Tina to print out the actual promotions budget for then, too. Peggy said she liked that the NIC would have the Cabiri troupe walk through downtown. Drew noted the NIC is in the district and by helping one we’re helping all. Bob quoted, “The rising tide floats all boats.”

IX. Chairman Perkins adjourned at 1:10 p.m. He thanked the board for their time.

Respectfully submitted,
Tina Wulf, Executive Director

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