

Downtown Development Authority

Board Meeting Minutes

January 11th, 2017

Present: Brandon Daigle, Brettnee Tromble, Pete Fazio, John Johnson, Sona Rummel, Nicholas Grooms, Will Reese; Kevin Hawley, Jackie Schulte, Liz Becher, Aaron Kloke, Erick Parks

Excused: Charlie Powell, Lisa Burrridge, Louis Taubert

Call to Order: Chairman Daigle called the January 11th, 2017 meeting to order at 11:36 A.M.

Public Comments:

Erick Parks of EP Web services; met with Kevin a few times to talk about a new website for downtown Casper. Current website is not mobile friendly and is strictly DDA materials. He proposes making the website more of a geographic location, versus catering just to the DDA. There would be a Shop downtown tab, Eat downtown, Live downtown and others.

City Report

Liz Becher

- Charlie is down in Cheyenne for the WAM winter convention and legislative session
- WAM concerns this year:
 - Support for Wy. Business Council
 - Liquor licenses
- Street construction/repairs – City will be working on curb and gutter repairs in downtown area during warm weather months.

Aaron Kloke

- In September, the City took over the Historic Preservation Committee and brought it into the Community Development Department. Aaron is the lead from the City. The committee is celebrating that Downtown is now federally recognized as a historic district. In May, it is historic preservation month and the committee wants to do tours of downtown and buildings during the May Artwalk. Would like to partner with the DDA to help get the word out.
 - Pete mentioned maybe showcasing a building every day for that month.
- Current concerns are: Wells Fargo tower and what happens to buildings like the Wonder Bar.
- Aaron asked if Brandon would come and talk with the group about the plans for The Wonder Bar.

Approval of December, 2016 Board Minutes

Motion, Second, Passed (Will Reese, Nicholas Grooms)

Financials – Brettnee Tromble

DDA:

- 70% of our projected revenue
- 56.6% of projected expense
- Payments: MasterCard payment is for majority of Seattle trip fundraising/donor relations, pigeon control and all other normal utilities

Parking Garage:

- 47% of our projected revenue
- 40% of our projected expense
- Payments: All normal utilities and payroll and a reminder that Century Link is a new bill for the emergency lines in the elevators.

David Street Station (DSS):

- All normal payments, including utilities at Ash
- Caspar Building Systems received a 3rd installment for construction progress

Approval of December 2016 DDA, DSS & Parking Garage Financial Reports & Payments

Motion, Second, Passed (Nicholas Grooms, John Johnson)

Director's Report- Kevin Hawley

- City Audit- waiting on PMCH to receive our portion. Once we received, we will forward to the State.
- Thank you to Casper Star Tribune - partner in BSG Community Stage ad campaign – call to action for community match donation.
- Bob & Donovan at Townsquare media – another call to action ad campaign for BSG community match. Radio spots & online video.
- Construction: the band shell is up, Kustom Concepts did an amazing job with that; they were out there New Year's Day getting the structural steel set. Things are progressing nicely.
- WBC visit for site tour associated with grant application. Received positive feedback on project and progress made.
- RMP awarded DDA a \$10,000 grant toward Phase II construction.
- Applied for grant with Black Hills Energy, as well. Hoping to know in February or March.

- Total Solar Eclipse – Jackie is working on organizing event plans in accordance with city permitting.
- Kevin described his research in an attempt to figure out potentially a more cost effective rink system- synthetic ice, permanent, portable, Etc.

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Talked about the vacant seat; 3-person committee, John, Nick and Brandon will begin the process of updating the applications and forms and put out to public.
- By-laws discussion: David Street Station committee and giving the Executive Director the option to hire and fire as needed.
- Discuss fundraising and a few grants that will be coming up and future private asks.
- Discussed need to fill the vacant Sectary position on Exec. Brettnee said that with this being her last term as Treasurer, she feels that Nick would be a good fit that would then transition into her role. Nick accepted the nomination.

Approval of Nicholas Grooms as Board Secretary for term expiring June 30, 2017

Motion, Second, Passed (Brettnee Tromble, Pete Fazio)

B.) MARCOM Committee – Kevin Hawley

- Discussed website, Trib ads, and Townsquare ads
- Kevin also said he thinks the website is a good idea and that with all the work we are doing, we need to make sure our online presence matches. There may be some options for a grant to help with some of the cost; however, we currently do not have the full amount of funds in MARCOM budget to cover the costs. Potentially, we could move forward in Spring and allocate remaining dollars in budget for next year.

C.) Finance- Brettnee Tromble

- Nothing more to discuss

D.) Infrastructure – Brandon Daigle

- Nothing more to discuss

E.) Governance – Will Reese

- Discussed By-Laws during executive report. Would like to prep final draft for review this month and vote to adopt next month.

Motion was made to move to Executive Session at 12:58 PM: Human Resource Matter
Motion, Second, Passed (Nick Grooms, John Johnson)

Executive Session

Motion was made to return to regular session at 1:08 PM
Motion, Second, Passed (Will Reese, John Johnson)

Regular session resumes

Motion was made to Terminate employment of Brian Radford effective January 9, 2017.
Motion, Second, Passed (Will Reese, Nick Grooms)

The Executive Director then described the plan moving forward with staffing and operations.

Comments: N/A

The meeting was adjourned at approximately 1:09 pm

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____