

## **Downtown Development Authority**

### Board Meeting Minutes

July 12<sup>th</sup>, 2017

**Present:** Brandon Daigle, Brettnee Tromble, Lisa Burrige, Nicholas Grooms, Charlie Powell, Will Reese Sona Rummell; Kevin Hawley, Amy Crawford, Jackie Landess, Craig Collins, Aaron Kloke, Ana Navarette

**Excused:** Trudi Holthouse, Pete Fazio

**Call to Order:** Chairman Daigle called the July 12<sup>th</sup>, 2017 meeting to order at 11:35 A.M.

### **Public Comments:**

N/A

Brandon introduced Amy Crawford, the new David Street Station Operations Manager; also wanted to congratulate Will Reese on having a baby and Jackie getting married.

Will also introduced his intern, Ana Navarette.

### **City Report**

Charlie Powell

- Kevin did a great job last night presenting at council work session. The message was very well received, and he believes there is no substitute for face to face interactions.
- Council will begin a parking study in the downtown area; it will cost roughly \$7,000 of actual city funds, unlike what is being heard. The balance will be spent from MPO funds, which can't be spent on anything else.
- Generation Casper study was approved last month at City Council.

Craig Collins

- Ran the numbers again and the parking study will actually be less, more like \$4,000-\$5,000.
- Wanted to Thank Kevin for speaking at the Generation Casper
- The City did start meeting with the DDA for their bi-monthly meetings to open lines of communication.
- Midwest construction is set to begin after Eclipse, the city is still working with Rocky Mountain Power on a few things

Aaron Kloke

- Noted that the parking study will begin the process of creating an RFP. Leadership of that will be City Council, City Staff and MPO. They will determine what the scope of the study will need to be; once that is complete they will then run that by our board, DCBA

and OYD to make sure it's what all parties believe needs to be addressed. Should be expecting that soon. Hope to have it completed before next Summer.

### **Approval of June 14<sup>th</sup>, 2017 Board Meeting Minutes**

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

#### **Financials – Brettnee Tromble**

DDA:

- 104% of our budgeted revenue
- 86% of our budgeted expenses
- Check payables: Normal payroll and utilities, Pigeon control, WARM insurance \$2,500 come out of DDA and \$2,500 out of PG, and a few sponsorships that have been approved.

Parking Garage:

- 98% of budgeted revenue
- 71% of budgeted expenses
- Check payables: Normal utilities, payroll, Casper Electric for the lighting upgrade, and WARM insurance

When referencing the budget numbers above – revenue exceeding expenses -in the budget we account for roughly \$20,000 in loss. In reality, we lost about \$1,200.00 this fiscal year with PG management.

David Street Station (DSS):

- Utilities for state building, Black Hills Energy, Caspar Pay App, Strata, and Stateline No. 7

Brandon asked about the delinquent people at the Parking Garage who are over \$100; they are mainly Wyoming National Apartments, who have 2 vehicles. They don't pay on time, then move and don't inform us. We've now made changes to our process that helps curb this issue of non-payment.

In the last two days we have leased 50 spaces, with that we are at 98% occupancy; we only have roof parking spaces left. We also contractually we have to keep 45 spaces for Wyoming National Apartments.

Hourly parking, we have in the past done \$8,000 in hourly, this year we did \$5,000. With Wonder Bar and Sanford's opening back up we hope our hourly will increase.

**Approval of June 2017 DDA, DSS & Parking Garage Financial Reports & Payments**  
***Motion, Second, Passed (Nicholas Grooms, Lisa Burridge)***

**Director's Report- Kevin Hawley**

- Phase 2 funding; the city approved the Fire Station land swap, so we have signed the contract for Phase 2 for \$3 Million. We are still short half a million, but we needed to start before winter so we could get the underground work and be open in the Spring of 2018.
- Alley Vacate with Aaron has been a long process but will be on the agenda for August 1<sup>st</sup> to finalize everything. Thank you for all the hard work and help, Aaron.
- 2 new board member votes will happen during Executive Committee report
- Website update - complete within the next week or two
- Casper Area Community Foundation grant, we applied for a \$20,000 operational grant; they will be meeting next week for their preliminary review.
- In a previous board capacity, there was an instance where a Sponsorship coordinator offered her services recruiting private investment for a commission of any successes. What would be the board's appetite if we used this commission theory for grant writing? Instead of paying for each individual grant application, we hired someone to apply for grants on our behalf and paid a sliding commission based on success only?
  - Brandon commented that in our original budget, we planned to hire a fundraising consultant.
  - Will didn't see any legal issues without diving into it too far; we need to make sure our state statute doesn't say anything against it.
  - Nicholas made a comment that the board needed to have control over the scope of each grant that the person applies for, this way we don't end up with money that we can't use.
  - The Board gave Kevin the go ahead to explore this option. Clarification: they won't be paid out of grant monies; they would be paid out of private donations.

**Committee Reports –**

**A.) Executive Committee – Brandon Daigle**

- Two vacant seats on the board with John and Louis' terms expiring. Everyone should have received applications in email, we asked for an informal vote response sent directly to Kevin, which were received. We need to make an official vote. This vote will go to City Council as our recommendation, and council will make the final decision.
  - Jackie tabulated the votes. Pending approval from City Council, it will be Critter Murray and Jen True.

**Approval of Recommendation to Council for Critter Murray and Jen True to join DDA Board**  
***Motion, Second, Passed (Nicholas Grooms, Lisa Burridge)***

- Please add these events to your calendar:
  - Annual Downtown stakeholders open house, August 3<sup>rd</sup> – 5:30 at Eggington’s
  - Phase 1 Grand Opening August 16<sup>th</sup> @ 5:30, at David Street Station, with elected officials and dedication of Brian Scott Gamroth Community Stage
  - Board strategic planning, Friday, September 15<sup>th</sup> 10am - 4pm going to try to have it in the conference room at The Wonder Bar
    - Brandon and Kevin will hold a “Welcome to the Board” with the two new board members before the strategic planning session; anyone is welcome to come to that.

**B.) MARCOM Committee – Kevin Hawley**

- Continuing with Sponsorships: Lemonade Day & Nic fest
- Eclipse Fest: starting advertising on social media and event guide
- Website, map and logo all will be done here very soon. The logo isn’t for the DDA it is for Downtown Casper; it is more of a destination logo and can also be used for signage.

**C.) David Street Station – Amy Crawford**

- Grand Opening: we have confirmed that Bob Price will do the Stage dedication to Brian Scott and unveiling the plaque.
- Eclipse Fest- have been working on securing vendors, entertainment, working on Kid’s zone, press release, and Facebook. We’ve had a great response to our lineup.
  - Have confirmed Volunteers for each day to serve beer, if any Board members would be able to help clean up at end of day, which would be great!
- End of September: we will be having a country music artist; working on all the details to get that finalized but it could be a pretty big deal for downtown.
- Working on events for the remaining part of the year and working on budgets for those events, getting sponsors for events.
- Outlining some vendor forms, operation forms, etc. That way when we are ready to go, we have all those in place.
- Working with Adbay on a new landing page website for DSS, after Eclipse will work on a more detailed website.
- Figuring out events that are free and open to the public. We aren’t going to rent out the site to anyone, we will partner with the organization to make an event.

**D.) Finance- Brettnee Tromble**

- Meeting with Kevin and Nick after this meeting to begin talks of Mil Levy vote that happens this November.
- We will be creating a Mil Levy 'how to manual' for the next time we need to do it. Very thankful for the help of Peggy and Renee in guiding Kevin on this.

**E.) Infrastructure – Brandon Daigle**

- Talked about David Street Station and the renewed bi-weekly meetings with the City

**F.) Governance – Will Reese**

- Had a question about the term limits that was talked about last meeting, the 2 terms of 3 years. Our State Statute clearly lists 2 terms of 4 years. The City created an ordinance a few years ago adopting the state statute for us. There will need to be discussion with City, whether City or State trumps each other.
- In our Bylaws we made the term limits 2 and the executive team 4 terms 1 year.
- Brandon wanted to make a change to bylaws that the chairman cannot sit in chairman position in their last year on the board.

**Comments:**

Charlie mentioned that a few work sessions ago they were presented with a proposed layout of property south of the plaza with the Plains building being torn down and made into a very nice looking parking lot. The plan would sell the remaining two properties on the block.

**Action Items:**

- Everyone please bring \$10.00 to next meeting to help pay for stamps, envelopes, printing, etc. for Mill-Levy vote for November

The meeting was adjourned at approximately 12:25pm

Approved by:

Secretary's Signature: \_\_\_\_\_ /Date: \_\_\_\_\_

Board Member's Signature: \_\_\_\_\_ /Date: \_\_\_\_\_