

Downtown Development Authority

Board Meeting Minutes

September 13th, 2017

Present: Brandon Daigle, Brettnee Tromble, Lisa Burrridge, Nicholas Grooms, Charlie Powell, Will Reese, Pete Fazio, Critter Murray; Kevin Hawley, Amy Crawford, Jackie Landess, Jessica Romero

Excused: Trudi Holthouse, Jen True, Sona Rummell

Call to Order: Chairman Daigle called the September 13th, 2017 meeting to order at 11:37 A.M.

Public Comments:

Jessica Romero introduced herself. Recently moved back to Casper and would like to become more involved with the DDA.

City Report

- City staff not in attendance/nothing to report.

Approval of August 9th, 2017 Board Meeting Minutes

Motion, Second, Passed (Will Reese, Pete Fazio)

Financials – Nicholas Grooms

DDA:

- 16.67% of our budgeted revenue
- Check payables: Normal payroll, payroll taxes and utilities

Parking Garage:

- Revenue for August was \$6,800; we had a loss for July, right on budget for actual revenue
- Check payables: Utilities, payroll
- Our expenses were higher last month because we had to pay our insurance that is a onetime expense

David Street Station (DSS):

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

Approval of August 2017 DDA, DSS & Parking Garage Financial Reports & Payments

Motion, Second, Passed (Lisa Burrridge, Pete Fazio)

Director's Report- Kevin Hawley

- Eclipse Fest was a huge success and a big thank you to staff for all of the hard work and long hours.
 - We had almost 6,000 hits on DSS website during those 4-days, we typically have 400 hits a month.
 - We also expanded our community outreach with an increase in our newsletter subscription and Facebook likes
- Update on fundraising: Kevin recently applied for a grant from a Family Foundation with ties to Casper and we were awarded \$35,000.
- Interested in improving wayfinding signage throughout downtown and working on some possible scenarios.
- Reminder that the Retreat is on Friday 10-4 at the Wonder Bar, we will be upstairs; please come prepared and ready to participate.
- Ice Skating rink- it's been determined that we will be renting the chiller on an annual basis. It makes more sense for us to rent it rather than buy it right now. This is an all-inclusive rental, set up, tear down, maintenance. It will also save us on site staff/labor/maint. and we can just focus on operations.

Charlie City report:

- Council pulled Plains building off the RFP, they want to see what all is there.
- Discussed courts last night, so didn't discuss much else.
- The Parking Study RFP is out, not sure on the due date.
- Kevin inquired about the 6-new bar & grill licenses? How many is the city going to give out? Charlie said they weren't going to commit to a number to give out until they receive the proposals. He also said they didn't establish any certain locations on this one.
- Council talked about the bump out's for patio seating; they have a proposal from City Staff that needs to be re-worked.

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Discussed the board retreat agenda- it will be a lot of history of the DDA, previous goals and where we hope to go
- Recap the Eclipse Festival
- Mil Levy vote: letter goes out next month, next meeting we will assign each board member property owners to educate. We can't campaign...only educate.

B.) MARCOM Committee – Kevin Hawley

- Amy's moving forward with Adbay for DSS updated website.

- MARCOM will be involved if we decide to do signage for downtown
- We've recently increased our Facebook likes and our newsletter subscribers

C.) David Street Station – Amy Crawford

- Eclipse was a huge success, we will never see anything like that again.
- Free yoga at David Street Station continues to be a success with 40-50 in attendance each time.
- ArtWalk: C85 sponsored our last Art Walk and it was well attended but down compared to June & July. We are working on ideas for the next few ArtWalks.
- We partnered with Fat Fish bike group to host their Bike Bash this last Friday night.
- Dylan Scott is our next big thing, we are looking for volunteers to serve beer, we will need about 18 people.
- UW games: not looking like it's going to happen, there are a lot of hoops to jump through. Our newest concern is how to project the game, can't see the screen in the light. We are trying to figure out some solutions for next year.
- Casper College: working with them for next summer mid-day events, call it "Lunch on the Lawn"
- Also, working on a Hispanic Festival. Cheyenne does one in June and it's a huge success. We are going to reach out to people who can get us in contact the proper people who will help make it authentic. If we did it in June, we could route their vendors or we could do it in September, Hispanic appreciation month.
 - Nick said Erik Atkins and Sarah Peak are two people from the College who can help you or get you in contact with the right people.
- Fall Fest is September 30th, the day after the Dylan Scott concert. We have a trackless train coming up from Colorado. There will be crafts and fun games, farmers market in the street.
- Lisa asked about a jumbotron type thing for DSS. Going to look into one that can be lowered from the roof.

D.) Finance - Nicholas Grooms

- Mil Levy is the main focus right now; working on that with Brettnee and Kevin

E.) Governance – Will Reese

- Nothing new

Comments:

Kevin brought up that Phase 2 has started, if you haven't been by. Caspar is currently preparing the basement for the outbuilding.

Retreat, please come prepared.

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 12:52pm

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____