

Downtown Development Authority

Board Meeting Minutes

October 12th, 2017

Present: Brandon Daigle, Brettnee Tromble, Nicholas Grooms, Will Reese, Trudi Holthouse, Sona Rummel; Kevin Hawley, Amy Crawford, Jackie Landess

Excused: Jen True, Pete Fazio, Critter Murray, Lisa Burrige, Charlie Powell

Call to Order: Chairman Daigle called the October 12th, 2017 meeting to order at 11:37 A.M.

Public Comments:

City Report

- City staff not in attendance/nothing to report.

Approval of September 13th, 2017 Board Meeting Minutes

Motion, Second, Passed (Brettnee Tromble, Trudi Holthouse)

Financials – Nicholas Grooms

- Our F32 has been sent to the state
- The audit in the process, PMCH is working with staff to get all information
- Normal operations in the last month at DDA and PG
- There are more checks going in and out of Station side, being that there are more activities going on.

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

Motion, Second, Passed (Trudi Holthouse, Sona Rummel)

Director's Report- Kevin Hawley

- Thank you to the board for the baby gift.
- Like Nick said the F32 has been sent to the state. We have been meeting with PMCH working on the audit; meeting with them tomorrow to finalize a few things.
- Next month you will see a check to the DCBA for \$4,000 for the holiday season co-op promotions.
- Mil Levy: everything is in place; will be on the agenda for the next council meeting for the city resolution.

- Working with the County elections office to get everything out to all property owners
- Publication in the Casper Star Tribune will be Oct 8th & 22nd
- DSS operations – API and Two-Fly grant opportunities
 - Opportunity for partnership with the two organizations, we have submitted all paper work
 - Two-Fly pick would require volunteerism from board and staff. Everyone agreed it was a great opportunity and we should pursue.
- Met with the gentleman who could write grants for us.
 - Kevin found a website that is a national database for grants, it is a monthly or yearly subscription, will purchase one months' worth to see if it is beneficial.
- We need to start thinking about operational fundraising more aggressively; we need to have staff in line before we open the full site in June.
- Friends of the Plaza fundraising needs to start now, we need to get money flowing in to help cover operational cost.
 - Trudi recommended looking into a 'text to donate' platform, they did that at the Boys & Girls club breakfast and raised a lot of money.
 - Need to keep a list of people who have donated each year and create plaques
 - Trudi also mentioned that we need to be more present on our Facebook page, doing a weekly donor thank you.
- We need to get an ad in the Star Tribune to thank all donors.
- Wayfinding in downtown: we still have the \$6,000 RMP grant that the city has for us, Jenn at the Retreat said she would spear head new wayfinding. Jackie also found a Wyoming Office of Tourism grant for wayfinding signage.
- ENDOW- they were here last week, Kevin and Brandon did a tour of Downtown, a quote from one of the members that grew up here and moved away: He said, "If you haven't been to Casper lately, you haven't been to Casper"
- We need to create a list of things we need, build our inventory, wondered if anyone had a connection at Home Depot, Menards, etc.
 - Trudi mentioned if we sent out a list of things we need, people will help in any way they can. If people don't know what we need, they can't help.

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Recapped the board retreat, tasking board members to items.
 - Kevin is working on a report to send out to everyone
- Discussed the Mil Levy vote that is coming up, remember we can only educate people on what it means. We cannot campaign for their votes.

B.) MARCOM Committee – Kevin Hawley

- Amy's moving forward with Adbay on a new David Street Station website

C.) David Street Station – Amy Crawford

- Dylan Scott concert was a great turnout, it started raining right at the point when people would come down. So, considering that, we had a good turnout
 - Thank you to Lisa, Brettnee and Will for helping and getting volunteers to help serve beer.
- The next day we had the FORD Country Fall Fest, it was a huge turnout! We had the trackless train, there was a line for it all day long.
 - We had pumpkin bowling, crafts for kids and then the farmers market in the street.
 - FORD mentioned that they wanted to be back for next year as well
- October ArtWalk was last Thursday, we had a band from Sheridan, also had a cornhole tournament, C85 came out and had their trailer again, it was cold, but a good turnout.
- We also co-hosted the CACVB Eclipse Happy Hour thank you, they didn't have the crowd they were anticipating
- We had more Free yoga classes, unfortunately we had Tai Chi scheduled and cancelled
- Really want to get an ambassador program created, so we have a volunteer database
- Coming up:
 - Listen to America Bus Tour, is associated with Huffington Post traveling bus getting story's from across the country
 - Halloween Costume Contest on Oct 28th, still looking for the sponsor, if anyone has any ideas.
 - Nov. ArtWalk still trying to find something to do for this month
 - For the Dec ArtWalk is the chocolate walk, we were thinking about doing Smores for that one
 - Veteran's Day concert – 67th Army Band
 - Community Christmas Tree from the County, working on all the logistics
 - Then the Christmas parade and New Year's celebration is in the talks
- If anyone has any ideas for any events, please let Amy or Kevin know.

D.) Finance - Nicholas Grooms

- Mil Levy is the main focus right now; working on that with Brettnee and Kevin
- Going to have a meeting to work on a cash sales procedure. When we take money out for beer money, we need to have a process for how that is all handled.

E.) Infrastructure – Brandon Daigle

- Nothing

F.) Governance – Will Reese

- Nothing new

Comments:

- Will was wondering if we could get a cost for what a screen would be. A screen that will work day/night.

Action Items:

- Newsletter, we need to do donor recognition, need list etc.
- CST ad for donor list
- Amy to schedule DSS committee meeting
- Trudi is going to spearhead friends of the plaza giving campaign
- Facebook donor updates
- Send board list for Mil Levy

The meeting was adjourned at approximately 1:06PM

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____