

Downtown Development Authority

Board Meeting Minutes

December 13th, 2017

Present: Brandon Daigle, Nicholas Grooms, Trudi Holthouse, Pete Fazio, Brettnee Tromble, Jen True, Lisa Burrige, Charlie Powell, Will Reese; Kevin Hawley, Amy Crawford, Jackie Landess

Excused: Sona Rummel, Critter Murray

Call to Order: Chairman Daigle called the December 13th, 2017 meeting to order at 11:38 A.M.

Public Comments:

- N/A

City Report

- City staff not in attendance

Charlie Powell

- Brandon did a great job with his presentation on Tuesday night at Council regarding Conference Center. Charlie doesn't have a sense of what council is going to do. The public hearing is on the 19th, the decision will be made then, encourages everyone to come and speak.
- Proposed resolution on the non-discrimination will not be heard until after the 1st of the year. Council is getting a lot of emails regarding both sides of that.
- Charlie provided an update on the Consensus Funding discussion.
- Brandon wanted to Thank Charlie for coming yesterday to the meeting at the Lyric that Lynette Boatright organized.
 - For those that weren't there, it was an informational meeting, wanted to get the information out about the Ash street properties. People from both sides were there and were very respectful.
- Tonight at 5:30-6:30 at the Fox Theater is step one to discuss the parking study.

Approval of November 15, 2017 Board Meeting Minutes

Motion, Second, Passed (Will Reese, Trudi Holthouse) (Approved)

Financials – Nicholas Grooms

- Trending on budget for the year, we are 5 months through the year.

- We have a few bills that come as one hit, example: liability insurance. We pay it in a lump sum
- Also, we receive the check for Mil Levy usually the week after the board meeting. November and December are usually the highest month.
- Sponsorships: Winter Fest, this weekend at the Ice Rink, which was paid for by board members personal donations to help marketing for David Street Station and provide a fun thing for families to do together this holiday season.
- Pro-rata share of conference study with Forward Casper, CACVB, ARAJPB, CRG.

Approval of November 2017 DDA, DSS & Parking Garage Financial Reports & Payments
Motion, Second, Passed (Pete Fazio, Jennifer True) (Approved)

Director's Report- Kevin Hawley

- Kevin requested help from Governance looking into General Liability insurance vs. Special Event insurance – what we have now and what is the optimal path moving forward.
- Discussed continued interest and movement of office space downtown with two new businesses entering this month; however, retail remains stagnate with 1st floor vacancies being unfilled.
- Food trucks are still a hot topic in downtown, going to walk around and talk with merchants in the next few days and get their opinion on the topic.
- Michelle Larsen created a very nice trifold with photos and a letter written by Jenn. She did a very good job, and it's a great leave behind for meetings.
- Boundary expansion, opportunity with the new ANB bank.
- Contracted help with social media/marketing for 5 hours a week. The improvements are staggering and it is paying dividends.
- Fundraising: identified a few potential contributors that we will be going to over the course of the next few months and asking to help with operational costs at DSS.
- Everything is still on schedule for May opening of Phase II.
- Wayfinding- had a great meeting and created next steps for that. Looking to partner with CACVB potentially. Discovered Wyoming Office of Tourism grant that could match the current dollars we have available.
- Executive Committee is working with Director to write down all of the moving parts to grants, deadlines, reporting, etc., so that there is a manual to follow in case anything ever happened to critical staff or board.
- Tax report for the previous year- we are down about \$4 million in taxable sales within our district. A few businesses closed during that time, most notably Wonder Bar and

Plains furniture. After talking with professionals in those fields, it was believed that those two easily combined for more than half. We've also heard repeatedly that merchants are down.

- Pete made a comment that their sales follow with what ours tax reports over the last 4 years seem to trend.
- Worked with the County assessor's office and went around the perimeter of David St. Station, excluding any property that was purchased and remodeled in the past few years. The difference between tax year 16 and 17 was an average increase in property tax of 15.9% for a taxable dollar over dollar value of 10.25%.

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Talked a lot about the Ash St. properties
- Talked at length about the Public Hearing next week
- Talked about promotional funds and different grants available
- Setting up a meeting with Dr. Divine from the college with funds and intern
- Discussed the need to create a succession plan for board and staff members

B.) MARCOM Committee – Kevin Hawley

- Completed the "What to expect in 2018" trifold with Michelle and the CST donor thank you ad last month
- Website is still under construction but is shaping up nicely.
- Continued social media efforts for downtown holiday season, free parking promo at garage, and event promo at DSS.

C.) David Street Station – Amy Crawford

- Events we've had since the last board meeting
 - Tree is up and decorated. We discovered we need to better communicate to the public the message of how Operations and Events are funded at DSS.
 - Tree Lighting ceremony – some mistakes were certainly made but we learned a lot and will apply that to all future events.
 - Art Walk- Family S'more night – very cold but had over 500 people attend. It was a lot of fun and the kids and parents really enjoyed it. Pete donated all of the hot chocolate.
- Upcoming events
 - Winter Fest at the Ice Arena, free hot chocolate and chili, if anyone has any free time that can come down and want to chat about David St. Station.
 - Noon Years celebration: New Year's Eve at Noon, in conjunction of the Mac N' Cheese festival.

- Un-install of the Community Tree; they will be able to chip it on site.
- We want to have something that coincides with the Winter Olympics, if anyone has any ideas, please let us know.

D.) Finance - Nicholas Grooms

- Kevin touched on a few things we need to finalize: cash policy, grants, mill levy, etc.

E.) Infrastructure – Brandon Daigle

- Boundary expansion working with Brettnee; Brandon & Jenn also spoke with Mr. Huff, will continue that conversation.

F.) Governance – Will Reese

- Next month will review the insurance that Kevin will provide.

Comments:

- Will- the outdoor movie screen, Brandon is working on a firm number and will work on an ask from.

Action Items:

The meeting was adjourned at approximately 1:06PM

Approved by:

Secretary’s Signature: _____ /Date: _____

Board Member’s Signature: _____ /Date: _____