

Downtown Development Authority

Board Meeting Minutes

November 15th, 2017

Present: Brandon Daigle, Nicholas Grooms, Trudi Holthouse, Jen True, Sona Rummel, *Lisa Burridge, *Will Reese; Kevin Hawley, Amy Crawford, Jackie Landess
* joined meeting in progress

Excused: Pete Fazio, Brettnee Tromble, Critter Murray, Charlie Powell

Call to Order: Chairman Daigle called the November 15th, 2017 meeting to order at 11:37 A.M.

- With only 5 members, **No quorum** established at this time. Two board members indicated that they were running late but would be present. Meeting would proceed with discussion items only; items requiring motion/vote would occur when quorum was reached.

Public Comments:

- Jacob Ernst shared the pictures he took of the Eclipse that included David Street Station in the background.

City Report

- City staff not in attendance/nothing to report.
- Brandon spoke to Kevin's presentation last night at City Council work session. Complimented him on how he handled himself in a difficult position. As the DDA, we are here to represent all of downtown and are always looking to the future.

Financials – Nicholas Grooms

- October reports are in the packet; we are 1/3 through our year. We are on budget, there are a few of the bigger one-time payments that we pay early in the year that you may notice, such as Insurance and flowers.
- Parking Garage- the increase in investment downtown has led to additional monthly parkers. This has certainly helped to get the Parking Garage out of the red.
- David Street Station – we've had a few big deposits from private donations, with a few bigger ones coming in the next month. Will begin working on compiling invoicing and documentation for a draw on the remaining city contribution to the project.

****Will Reese (12:04 pm) and Lisa Burridge (12:09 pm) enter meeting in progress and establish a quorum (7) to allow for voting on board items****

Director's Report- Kevin Hawley

- Reported on a quick trip down to Greeley and Loveland, CO to investigate some of the recent successes their downtown has seen from catalyst projects. It is one thing to read about them in the paper but seeing them and talking to neighbors and merchants in person was impressive. It was interesting in both cases that there was a downtown plaza in the center of both that was a draw for development.
- Mill Levy- thank you to Brettnee and Nick for creating everything, we had more response/votes than we did four years ago and the mill-levy passed with an 85% favorability rating.
- Food trucks are becoming a hot topic downtown. The pressing concern right now is parking. If a mobile vendor is coming to park for 4-6 hours that creates a problem. Something that was discussed is permitting and an associated fee through the city.
- Rec Center Ice Rink approached us for a collaborative project to get folks excited about skating outside at DSS next year and to give the community an opportunity to skate for free at the city rink. Members of the DDA board contributed personal donations to allow for this event to be free, as it is outside of our downtown district. The board believes it benefits the community and gave us a great opportunity to help with our marketing and communication efforts.
- Meeting with the grant writer on Friday, going to go over a few prospects to approach.
- Facebook- at our last meeting we talked about getting more active. We are working on that and should have resolution by next board meeting.
- Need to get with Jenn to discuss the Wayfinding for downtown, Jackie found a grant from the Wyoming Office of Tourism for \$5,000 that we will apply for.
- Met with the Director of the Boys and Girls club about his experience with organizational growth. How do we plan for and manage the growth we are about to experience, especially with no secured or guaranteed revenue streams? He recommended having a similar board retreat, where it's all about revenue/vision and mission. First there would be a 45-minute brain dump, then do another 4-6 hours retreat. What is the interest of this board to do a revenue retreat with Ashley Bright?

Approval of October 12th, 2017 Board Meeting Minutes

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

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

Motion, Second, Passed (Will Reese, Jennifer True) (Approved)

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Discussed the Mill Levy
- Phase I and Phase II
- The Grant applications that we are going through
- Governors’ business forum last week; a lot of things that they are discussing at the State Level, we are doing here in Casper and they are looking to us.
 - Brandon said the Executive Director from Main Street in Laramie wanted to get in touch with Kevin

B.) MARCOM Committee – Kevin Hawley

- The Star Tribune ad was in the paper today and will be in the CST again Sunday.

C.) David Street Station – Amy Crawford

- Events we’ve had since the last board meeting
 - Listen to America Bus tour
 - UW Tailgate party, was cold, it was a good time to see the screen implemented. We had a decent turnout considering the weather and how late the game started
 - Halloween Costume Contest, we had about 80 kids participate, and have some things we are going to change for next year
 - November ArtWalk we had Turkey Bowling, we made some money for the Wyoming Rescue Mission
- Upcoming events
 - Community Christmas Tree, is being installed on Monday, then decorating on Tuesday, lighting on Saturday before the Christmas Parade. We will have carolers and C85 will be there with Hot Chocolate and Hot Apple Cider.
 - December ArtWalk, which is also the Chocolate Walk, we will be doing S’mores with firepits and our patio heaters.
 - Working with The Lyric, on a Happy Noon Years, so it’s a family New Years celebration, also going to do a Marconi and Cheese competition inside the Lyric. We will be having a band and fun stuff outside as well.
- Also, have the draft of the Sponsorship menu, will go over the packet with the committee.
- The Website is in process and will have a mock up next week.
- Copywriting the logos and still working on policy and procedures.
- Starting the talent search for next year.

D.) Finance - Nicholas Grooms

- Nothing new to report on now

E.) Infrastructure – Brandon Daigle

- Add Wayfinding to our list

F.) Governance – Will Reese

- Nothing new to report on now

Comments:

Action Items:

- Food Trucks – send a survey? Walk around chat to people? Go to DCBA meeting and see what they think
- Thank You/Christmas Cards
- Rec Center Ice Rink party

The meeting was adjourned at approximately 1:06PM

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____