

Downtown Development Authority

Board Meeting Minutes

May 9, 2018

Present: Brandon Daigle, Will Reese, Charlie Powell, Brettnee Tromble, Jenn True, Sona Rummel; Kevin Hawley, Jackie Landess, Michelle Solko; Craig Collins, Liz Becher

Excused: Pete Fazio, Nicholas Grooms, Critter Murray, Trudi Holthouse

Call to Order: Chairman Daigle called the May 9th, 2018 meeting to order at 11:38 A.M.

Public Comments: N/A

City Report

Charlie Powell: Parking study draft says there is plenty of parking but needs to be managed better and parking czar (*a person appointed by government to advise on and coordinate policy in a particular area*) has been suggested. Final report is upcoming, but it looks like metered parking may possibly return. Lengthy report can be viewed in work session packet in more detail.

Possible suggestions: City council very restrictive to mobile food trucks in requiring vendors to apply for permit 30 days in advance. Maybe designate a food truck area (Plains parking lot)?

Liz Becher: Councilman Powell did a good job last night asking questions relevant to downtown. City staff is going to incorporate council's comments into some of the public engagement piece. There will be a public hearing for additional comments. Metered parking and parking administration is being discussed for down the road. If board members have any comment, write them to council within next two weeks.

Monthly meeting with Brandon/ Kevin discussed Midwest reconstruction. Monday meeting with consultants and engineering firm for finalizing bid document on June 1st, responses and awarding will happen in August. Utility infrastructure discussion and timeline on Monday. Overhead wires going underground, utilities and storm water improvements, fiber upgrades will be implemented.

Considering marking east side of Ash Street as no parking due to hazards of limited visibility.

Code enforcement is partnering with downtown businesses to get items removed that have been dumped in alleyways.

C Powell: Payback time for metered systems could take two years. Just infrastructure for the equipment, they will have meter stations, not a meter at each spot.

Kevin Hawley: Recommendation regarding food truck parking from parking study? Charlie reiterated food truck designation, but council keeps delaying any decisions until after parking study. With decision of metered parking there is a critical component in enforcing parking regulations. There are many problems with enforcement and fines since rules and regulations are disregarded. The lack of enforcement creates a huge problem.

Parking regarding David Street Station- there may be 800 people coming per day for Splash Pad use. This is going to drastically change everything that the parking study found. Lastly, from budgeting perspective, I would like to know what will be happening with parking issues and parking garage. We've heard that the City is planning to take over the parking garage, just for budgeting reasons we need to know for our yearly budget. Liz Becher stated she oversees parking budget, and she did the budget for the next year with the same plan as previous years.

Approval of April 2018 Board Meeting Minutes

Motion, Second, Passed (Will Reese, Sona Rummel) (All Approved)

- Charlie abstained, since he was not present at last months board meeting.

Financials – Kevin Hawley

- Error in \$3K deposit in QuickBooks from DSS moved to parking garage
- Special Events Account creation has been voted to be approved, subaccount in QuickBooks, still its own bank account and reconcile separately.
- Caspar Construction has large invoices due \$650K May, \$400K June, so draining bank account
- FF&E items: \$4K Barricades for crowd control, \$2K for 12 picnics tables & \$8K for 40 tents
- Brandon asked about the \$500K from Business Council for Phase 2, Kevin clarified that it's been submitted but it's not in the bank
- Working with Hilltop, FIB & Goodstein Foundation on all their installments.

Approval of March 2018 DDA, DSS & Parking Garage Financial Reports & Payments

Motion, Second, Passed (Brettnee Tromble, Jenn True) (All Approved)

Director's Report- Kevin Hawley

- (Pete absent for Marketing and Nick absent for Financials)
- Friends of the Station donations through "Donor Perfect" software is important to show that contributions make a difference. Marketing team Kirsten Ellis & Leah Reeb are working on the text to give function of Donor Perfect
- Working with high school students with Youth Empowerment Council & joint effort with Art Walk.
- McMurry Foundation \$25K upcoming and July 1 another \$25K, used for marketing and maintenance. Working on finding additional maintenance and contracted with the cleaning man from the parking garage for late night cleaning, he is the last one in the bathrooms, so he acts as security as well.
- Opening on May 25th. At DSS, stain on Splash Pad is almost done. They will be pouring ice rink concrete at 2:30am due to keeping tubing straight and encapsulating. Mobile Concrete is supplying concrete, but due to the specialized project a national team from D.C. has been brought in to pour and finish ice rinks throughout the country.
- Kevin asked Brandon D to do an update on available board member seats
- Kevin has been asked to be part of the State Task Force to represent downtown
- Sponsorships: WCDA for Farmer's Market, Casper College for Lunch on the Lawn series, and we are proud to announce that Hilltop National Bank is sponsoring our concert series.
- Observation deck reserved for special sponsorship donors as *VIP area only* since it is too small to open to the general public. We can have special catering, wine and cheese, etc. During the day, when we don't have a special event, it will be open to the general public.
- Jackie is doing a phenomenal job negotiating events and getting our costs down, so not worried about the events. We have 4 or 5 events each week. We are working on getting an event coordinator, to help hours for Jackie.
- Marketing: waiting on website to launch. It is supposed to launch today.
- Design change, in the original design there were tent anchors in concrete on ice rink was NOT a good idea. Too much money has been spent to compromise the ice rink. After talking to others in the industry they were in agreement, so there will be no tent anchors, in the ice rink. We will have tent anchors on the southeast side of the building, we could also park a food truck there, it will be more functional and has some wind protection
- Finishing up on FFE things: Zamboni issues and big screen TV to deal with yet.

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Board vacancies and applications due May 28th. Brettnee Tromble’s term expires and she cannot renew after two terms. Brandon will not be chairman next year due to new board policy. The four executive positions: chairman, vice chairman, treasurer or secretary. Note: the new board member cannot serve in the executive committee role for six months. The Board will be holding officer elections in June.
- Kevin H suggested that **Brandon D** establish a review committee for the applications. Brandon said he would be happy to review candidates, Jenn True and Will Reese will be on that committee. They will be narrowed down for interviews. **Charlie P** suggested a rating system or rubric. Meeting June 6th @ 11:30am before giving recommendation to the Board during meeting on June 13th.
- **Kevin H:** Casper Star Tribune posted twice, it was emailed out to Property Owners, Merchants and Community Subscribers and is on our website. Hinge will be doing a post on Facebook.
- Draft Budget changes have been modified, we will talk about that more in finance committee report.

B.) MARCOM Committee – Kevin Hawley

- Website launch. Hinge gals, they are very structured and detail oriented and will keep the flow going after their contract is up and we go to a full-time marketing employee.

C.) David Street Station – Jackie Landess

- April 21st Trees for Trash event was successful with over 60 families and 150 participants and about 70 trees distributed. Beth Andress with Keep Casper Beautiful notified us that our event was published on a nationwide “Keep America Beautiful” website with some photos and description of the event!
- We had our first Art Walk on Thurs. May 3rd featuring Casper Children’s Chorale and Oil City Slickers. HQ BBQ was the first featured food truck (dealt with some health department issues but once resolved they had a long line of customers).
- Upcoming events: May 19th -MS Walk, May 26th & 27th -3on 3 Basketball Tournament, May 30th -Family Game Night, Fri. June 1st starts our Concert series, Mon. June 4th starts our Lunch on the Lawn series, Tues. June 5th starts Farmer’s Market series, along with upcoming Art Walks and Family Game Nights.
- Cinema at the Station series starts June 22nd.
- Finalizing budgets for the different events. Website should be going live today.
- Upcoming concert series artists: Barrelhouse, Whiskey Alibi a band from Cheyenne that opened for Dylan Scott, Zack Schommer opens for Two Tracks (from Sheridan). We have secured Satchmo, a Louis Armstrong cover; Blues/rock musician David Gerald; Wyoming Symphony Orchestra Brass Quintet for the Sept. Art Walk; Jake Maurer Aug. 24th and 25th.
- Next week is Splash Pad training for filter cleaning, etc.

D.) Finance – Kevin Hawley

- Guest Speakers don’t captivate a crowd, so looking into large LED TV (screen 17’ wide x 10’ high) with trailer (hydraulic lift height up to 7.5’ from ground). Kevin went down to CO for a preview. **Charlie P** concerned about durability and damage issues. Kevin will investigate durability and damage issues.
- **Brandon D** suggested we just try to rent the unit first to see long-term possibilities
- **Budget summary** - Draft budget with a special budget session in July. Packet page 25. 2018-19 Budget summary: Combine the totals of DDA, PG, DSS shows a \$147K shortfall (compared to 2017-18 \$135K shortfall) Discuss LED TV purchase, but also need reserves for Zamboni and dasher boards. Timeline and details emailed for quorum to other board members.

E.) Infrastructure – Brandon Daigle

- Field trip to David Street Station for tour of construction

F.) Governance – Will Reese

- No Report

Comments:

Action Items: N/A

Motion to adjourn at approximately 12:41PM

Motion, Second, Passed (Brettnee Tromble, Nicholas Grooms) (Approved)

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____