

Downtown Development Authority
Board Meeting Minutes
July 11, 2018

Present: Nicholas Grooms, Will Reese, Trudi Holthouse, Shawn Houck, Sona Rummel, Brandon Daigle; Kevin Hawley, Jackie Landess, Michelle Solko
Paul Bertoglio (County)

Excused: Pete Fazio, Critter Murray, Charlie Powell, Jenn True, Tim Schenk

Public Comments: N/A

City Report: Liz Becher sent email since she and Craig Collins are unable to attend due to other meetings.

- Plains RFP will be revised again for Council approval to issue on Aug 7th
- City is ready to do a walk-thru with DDA for Garage lighting project
- Street closures for 7/10 parade were made an hour earlier (7am) to avoid having to tow cars which worked out well, but many calls were made to City Manager about downtown business employees having a tough time getting to their job due to cone obstruction. Next year the City Streets Dept will set out electronic billboard messages for advanced notice.

Approval of June 2018 Board Meeting Minutes

Motion, Second, Passed (Brandon Daigle, Sona Rummel) (All Approved)

Financials – Nicholas Grooms

- June 30th is DDA's Fiscal Year End, so there are some internal true-ups. For example, some payroll deposits are run through parking garage, some allocations of annual expenses through different departments. Nick and Kevin will work on this to ensure everything is completed.
- Kevin H: Expenditure note: Purchased and received the LED TV on trailer. It works well and would like to see a motion to approve \$40K for leverage (in Iowa). Sound system needs improvement (JBL speakers sent to DDA) and minor electrical issues need to be resolved.
- TV total purchase price \$100K, \$60K deposit has been paid, so Kevin would like approval for \$40K payments for troubleshooting negotiation.

Approval of TV Screen \$40K Pending Purchase

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

- Kevin clarified budget for new board members. DDA goes without income for months and a large sum comes in, so unsteady flow of income creates some confusion in budgeting. Parking garage has a budget that is steadier with income and expenses.
- Discussed liquor license possibilities. It would be financially beneficial to obtain one.

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

Motion, Second, Passed (Brandon Daigle, Trudi Holthouse) (All Approved)

Public Budget Hearing Break

Director's Report - Kevin Hawley

- Finalized budget will be submitted to state and county and will reach out to Assessor's office to make sure no properties were missed. Tammy Saulsbury has updated values. Letter sent requesting Mill Levy distributions for the upcoming year.
- On State Building Task Force Committee and property south of Midwest shared public parking.
- McMurry Foundation 2 of 2 for 2018 will be invoiced this month.
- Introduced Ashley to the board. Ashley is part time and helping Jackie with events. Still need to find one additional coordinator that is full time.
- Executive committee lease agreement for extra space (formerly Cactus Arts) and privacy. Loud and decline in productivity. Storage and parking is built into the 5 year lease. Opportunity to purchase if sold. Lease in packet.
- Marketing cards for Friends of the Station for \$500 and smaller donations. \$500+ Partners in Progress (8 page booklet). Made 1,000 brochures. Shawn will help to get better guidance. Need to take pride and a sense of ownership to communicate need for support. Text number is helpful for donations. Friends are donors, Ambassadors are volunteers.
- Questions about lease agreement subordination clause. First rights to purchase.

Approval of DDA Lease

- ***Motion, Second, Passed (Brandon Daigle, Sona Rummel) (All Approved)***

Committee Reports –

A.) Executive Committee – Brandon Daigle

- Kevin talked about long-term planning and sustainability and had asked Finance Jenn T & Nicholas G to look at the means to deal with endowments and investments. Possibly creating a future vehicle through non-profit and an opportunity of longevity for Friends and Partners of the Station to work with Mill Levy and DDA for support of the plaza.
- Nicholas G: DSS is not a non-profit, but donations to DSS are tax deductible
- Issues with Splashpad and TV, so trying to resolve those time-consuming issues

B.) David Street Station – Jackie Landess

- Upcoming events: Lunch on Lawn, Farmer's Market, Family Game Night, concert and movie series
- Balloonfest on Sat. July 21st and Catholic Mass Sun. July 22nd
- Successful events: UW Pep Rally, ArtWalk
- Maintenance to Splash pad to rectify slippage issues with "Sharkbite" (like shark skin)
- David Street Station committee meeting after board meeting

C.) Finance – Kevin Hawley

- **Previously discussed**

D.) Infrastructure – Brandon Daigle

- No Report

E.) Governance – Will Reese

- Will investigate liquor license possibilities
- Still working on TV purchase donation. Kevin mentioned pipe threaded for banners on each side which could result in revenue for banner rentals.
- Will inquired about a good goal for leasing-- \$10K annually?
- Brandon D had a good suggestion to not make it look like a sports board. Individual advertising would be much more effective than many plastered all over.

- Kevin H mentioned that small donors can cost more in time and money than it may be worth.
- Trudi H suggested making banner advertising exclusive.
- Kevin H feels that Cowboy Joe and tailgating events should be very successful.

Comments:

- Nick G welcomed Shawn as new board member
- Brandon D suggested doing a nice thank you gift for Brettnee Tromble’s service to the board.
- Kevin H mentioned credit card number was stolen online and has since been cancelled. No charges incurred.
- Pete Laybourn, City Council member from Cheyenne was impressed with our accomplishments. Everyone wants to model what downtown Casper has become.
- Jackie L mentioned that Two Tracks from Sheridan and Whiskey’s Alibi from Cheyenne really enjoyed their time at David Street Station and are willing to come back again.
- Kevin stated that Federal Reserve had their economic symposium and toured Casper and enjoyed hearing the success stories of the businesses throughout our community. Positive economic upturn forecasted.

Action Items: N/A

Motion to adjourn at approximately 1:10 PM

Motion, Second, Passed (Brandon Daigle, Sona Rummel) (Approved)

Approved by:

Secretary’s Signature: _____ /Date: _____

Board Member’s Signature: _____ /Date: _____