

Downtown Development Authority
Board Meeting Minutes
September 12, 2018
11:32 a.m.

I. Call Meeting to Order

Present: Nicholas Grooms, Trudi Holthouse, Shawn Houck, Sona Rummel, Brandon Daigle, Pete Fazio, Will Reese, Charlie Powell, Tim Schenk, Critter Murray; Kevin Hawley, Jackie Landess, Michelle Solko
Liz Becher, Craig Collins

Excused: Jenn True

II. Public Comments: N/A

III. City Report:

- A.) Charlie Powell:** Discussed Plains Property RFP release and highest bidder aspect was voted down by the majority. Uncertain of appraised value requirement. Property utilization that best suits the community is the ideal goal. Proposals due on Feb. 14, 2019. Discussed One Cent Tax and City's anticipated expenditures.
- B.) Craig Collins:** Midwest reconstruction will start in October. Liz B is putting together a Wayfinding Committee for Wayfinding guidelines. Jenn True & Shawn Houck are part of it.

IV. Approval of August 2018 Board Meeting Minutes & Budget Hearing Minutes

Motion, Second, Passed (Trudi Holthouse, Tim Schenk) (All Approved)

V. Financials – Nicholas Grooms

- In Financials packet, no unusual expenditures. Kevin: Retainage from Caspar Builders for ice rink finalization and for finishing Splash pad etching and resurfacing. Chiller issues with ice rink needed extra \$10K to rent a pup chiller to kick in to help main chiller when weather gets warmer.
- Parking garage aging report discussed.

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

Motion, Second, Passed (Sona Rummel, Critter Murray) (All Approved)

VI. Director's Report - Kevin Hawley

- Complex situation coming up with the new ice rink: Maintaining, operating, staff & volunteers, credit card process, skate purchase \$15K and storage racks \$7K and mats \$4K. City has 3 Zambonis, so we have asked to use one to help will free up \$75K expenditure for year one as we figure out process and staffing.
- Security cameras are needed. Received bid for \$30K+ with original design, which seemed outrageous. Working to reduce to ensure coverage.
- \$25K of a \$50K Grant has been used for marketing & promotion. 5150' (\$42K cost for the 1 and half day event) & Fiesta WYO (\$8K cost) events were a huge success. Food vendors ran out of food. Published success since June and dollar breakdown on Facebook. \$250K spent in events at David Street Station.
- Thanks to River Valley Builders for ice machine.
- Thanks to Tim for temporary storage location for TV. Need 14' door.
- Discussed challenge with activating public fundraising and communicating that city does not operate DSS or expend tax dollars.
- Brandon and Kevin went to a conference in Washington, DC to learn more about Opportunity Zones and how we can leverage that in downtown and OYD for development efforts.

- Need a motion to approve payments for two late invoices: \$1500 for sound and lighting & \$900 for overnight security

Approval of check signage for sound, lighting and overnight security

Motion, Second, Passed (Crittter Murray, Sona Rummel) (All Approved)

- Kevin discussed finding the ideal events to continue with since Fiesta WYO did so well. Seems that specialty events do best.
- A few UW football games were aired over big TV at DSS and attendance was good, but Kevin H feels it will get better as the season continues. Charlie P feels scheduling conflicts compete with public participation. Jackie mentioned a concert night was moved to not compete with Gaslight's Hairball event.
- Shawn felt that so many events hurt his business and city feedback meeting is having discussions about future event coordination. Pete F feels there is a fine line to be drawn on event coordination since free enterprise determines private businesses and their own events and schedules, and with so many events throughout the week there are many factors that determine business and event success. Businesses go through different trend curves. Brandon commented that is a good problem to have since three years ago downtown didn't have that problem!
- Pete F mentioned that trends are seen in every business and each business must work through those trends to find the most opportune situation along with working together to accomplish that for each other.
- Shawn would like to find best way to partner with DSS and events as opposed to competing with one another.
- Pete F – October 6th marks four years since Kris Richardson went missing and to keep her memory alive, the idea to host a UW Tailgate and partnership with downtown businesses to honor Kris and support UW football and local businesses was discussed. Ideas for the Kris Richardson Remembrance Tailgate event would be a balloon release and a slideshow video.
- Shawn inquired about models to follow and strategic plan for business partnerships to tie into DSS success. Trudi H pointed out that the top five events could help be promoted ahead of time to businesses to help promote downtown business prosperity. Brandon D mentioned there is an annual stakeholders meeting with agenda items for DDA and all businesses.

VII. Committee Reports –

A.) Executive Committee – N/A

B.) MARCOM Committee – Decided to meet every other month for Board Meetings and allow individual committees to meet when needed so that time can be dedicated to important issues.

Approval of Board Meetings to meet every other month starting November 14, 2018

Motion, Second, Passed (Crittter Murray, Shawn Houck) (All Approved)

C.) David Street Station – Jackie Landess

- Our Thurs., Aug. 9th, David Gerald (Blues/Rock/Jazz) from Detroit, MI was very entertaining and we would like for him to return to Casper next summer for a Blues Festival.
- Successful events: 5150 Festival (gleaned valuable info from this event to be able to capitalize on future events), Fiesta WYO (which will have a shortened time-frame in future events since crowd diminished before the headliner was scheduled to play).
- Events that finish in September: Lunch on Lawn, Farmer's Market, Family Game Night, concert and movie series. Family Game Night needs to be restructured, Farmer's Market dealt with rough weather this year.
- FallFest event on Sept. 29th from 10 am to 2 pm with Brett Andrew. UW Games Oct. 13th & 26th.
- All the events have been a learning lesson on how to better revamp next year's events.

- Struggling with Sponsorship and thinking of ways to get more creative with activation. The DSS TVs can be good tools to promote Friends of the Station. Shawn had some good insights on how to market DSS sponsorship. Charlie P mentioned utilizing youth and youth groups for community service to help with DSS events.

D.) Finance Committee – N/A

E.) Infrastructure – N/A

F.) Governance – Will Reese

- Will R to meet with Mark Gordon for future statewide issues. Goodstein land, special malt beverage permit and open container law revision discussed. Rocky Mountain Power cost assistance for winter chiller costs.

Comments: N/A

Motion to adjourn at approximately 12:53 PM

Motion, Second, Passed (Tim Schenk, Trudi Holthouse) (Approved)

Action Items: N/A

Approved by:

Secretary's Signature: _____ /Date: _____

Board Member's Signature: _____ /Date: _____