

DDA Board Meeting

July 9, 2025

Present: Greg Dixon, Bill Lyons, Ken White, Shawn Houck, Kerstin Ellis (remote), Tim Schenk, Melissa Hugget

Excused: Kyle Gamroth, Tony Hager

Also present: Liz Becher (City)

I. Meeting called to order at 11:36pm, Quorum established

II. Review and approve minutes from June board meeting.

MOTION to approve minutes: Shawn (1), Ken (2nd); motion approved

III. Public Comments - (none)

IV. Old Business

a. Final version of Grant/Sponsorship application and Guidelines

Discussion centered around changes to the form and guidelines and committee members. It is agreed that we invite three DDA members, 1 OYD/outside DDA participant and 1 employee of the City of Casper Planning Dept.

MOTION to approve the application and guidelines as presented with two changes: 1. Under "Matching Grant & Sponsorship Guidelines > Eligibility Guidelines" we stipulate "Applicants must operate within the DDA boundaries" and 2. Under "Sponsorship requirements we request an "Event Budget" Shawn (1), Bill (2nd); motion approved

b. Mill Levy update

Matter will be in front of council at the regular City Council Meeting on July 15th. Greg and Melissa will be in attendance.

c. Website update: "Where tradition meets tomorrow."

Melissa presented website quotes and info from JM Web & Design, BARK Firm, Kalen Marketing and LUM Studio. Conversation centered around identifying top two candidates (LUM & JM WEB)

Marketing committee will meet with these two firms and present their top option for full board vote via email prior to board meeting

d. Executive Office nominations

Slate presented by Greg: Chair as Greg, Vice Chair as Bill, Ken as Treasurer, Shawn as Secretary.

MOTION to approve slate: Tim (1), Kerstin (2nd); motion approved

e. New Board Member nomination discussion

Conversation centered around advertising and selecting two additional board members. One to replace Deb, and at least one additional. Shawn suggested sharing the openings via our socials, David Street Station Socials, Oil City Weekly and Star Tribune Legal Notice.

VIII. New Business

a. Downtown music service

\$75 per month for internet service to the basement of the Mustard Seed + \$660 per year for equipment and music licensing

Melissa recommends approving this expense, which exceeds current budget

MOTION to add internet service to the Mustard Seed equipment and renew contract with music provider: Bill (1), Ken (2nd); motion approved

b. Guidelines for expenditures.

Conversation centered around ability for director to spend money without specific board oversight/votes.

MOTION to authorize director to have discretionary spending limit up to \$1000, provided the spending falls within board-approved budget and/or strategic goals: Shawn (1), Tim (2nd); motion approved

V. City Report (Liz Becher)

Liz provided a written recap of the Joint OYD/Downtown Boards Event that was held June 23rd. Next event will be at the Lyric on Monday, September 22nd.

VI. Financial Reports (Ken)

a. June 2025 Management Report: Balance Sheet, Profit & Loss, budget vs. Actuals

b. June 2025 Payments

Conversation centered around prior year's spending and reserves accumulation. Board requested that Melissa check with David Street Station regarding their chiller project fundraising.

MOTION to approve financials: Shawn (1), Tim (2nd); motion approved

IX. Executive Director's Report (Melissa)

- Flags/banners MOU with the city is being reworked. City will hang and store banners. Banners promote to City hosted events and downtown events.
- Upcoming Events: Art Walk on Thursday, Hilltop Concert Series on Thursday, Casper Collab Coffee (Chamber, Advance Casper, City Manager meets for coffee once a month, first one is July 15) Crazy Days is the 18th/19th, Lovely Lemon has a Ribbon Cutting on 21st, Balloon Festival on 11th.

X. Strategic Plan Discussion

To be scheduled during August New Business

XI. Adjourn