

DDA Board Meeting Minutes

August 13, 2025

Present: Greg Dixon, Bill Lyons, Ken White, Shawn Houck, Kerstin Ellis, Tim Schenk, Tony Hager, Kyle Gamroth, Melissa Hugget

I. Meeting called to order at 11:36am; Quorum established

II. Review and approve minutes from July board meeting.

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

III. Public Comments - (none)

IV. Financials

Ken presented budget, discussion about some unanticipated costs related to Quickbooks (no action required)

MOTION to approve minutes: Tim (1), Bill (2nd); motion approved

V. City Report (Kyle)

- Pedestrian Bridge to OYD has been a topic of discussion
- New Hilton Hotel is coming to area across from Gaslight. Not sure if that's part of OYD. Did not have to abide by form-based code. Kyle doesn't have any additional info, but is following up on some zoning/parking questions he has from constituents.
- Casper Housing Authority is the new operator of the First National Bank Building (apartments).

VI. Committee Reports:

a. Executive Committee

Executive Committee met last week to review this month's agenda and applications for board vacancies. Committee recommends inviting Megan Bratton to join the board. Committee further recommends that terms for new board members start on different days/months, so that we don't lose board members all at the same time in the future.

MOTION to approve Megan Bratton as our next board member, subject to City of Casper approval: Kerstin (1), Bill (2nd); motion approved

b. Marketing Committee

Website update presented by Melissa. Brand Asset guide was shared with the board. Timeline for website was discussed. Photos have been collected. Board members asked to send bio for website to Melissa within a week.

c. Governance Committee

No meeting held. Greg suggested bylaw review process should start. Executive committee will fill in for Governance Committee. Wondered if Will would be willing to send current bylaws so that we could start a process of reviewing an article or two each meeting.

d. Infrastructure Committee

No formal committee meeting held. Update on furnishings for office provided by Tim. Alma interior design has been asked to help with ideas, but we haven't heard back. Melissa and Tony have put together some options from Slumberland. Greg is going to check with facilities department at Hilltop/True Companies to see if any nice stuff is not in use.

VII. Old Business

a. Mill Levy Election Update - Melissa reports that County Commissioners have approved the ballot language and levy to be placed on the ballot. We need to run legal notice of the levy sometime in October. More research is underway. County Assessor asked about our budget, which was only set at 13-ish mills, but our answer is that we budgeted to what was collected last year, not what was anticipated last year.

b. Music Service Update -

We are live with music, six light poles between David and Durbin with speakers. Quiet hours are 8pm-8am. Some complaints about volume have been received, volumes have been adjusted and further adjustments will be considered. Service is going to be roughly \$600 over our approved budget. Bill asked if we could run public service announcements or commercials alongside music. Could be a way of supporting Downtown businesses

c. Ratify selection of website vendor -

MOTION to approve Lum as our website vendor: Tony (1), Ken (2nd); Motion approved with Kerstin abstaining.

d. David Street Station donation

Public presentation of our donation (previously approved) will be made around 3pm at this weekend's 5150 Festival. Melissa and Shawn to be present as representatives of the board.

VIII. New Business

a. Strategic Planning Session

Chair suggests we conduct a strategic planning session, given the new board members and new director who have joined since our last session. Melissa will coordinate via emails, with September 18 or 24th offered as potential dates.

b. Public Bathrooms: City of Casper funding request

City Manager Carter Napier approached the DDA to help cover the cost of keeping public restrooms clean, in light of cost savings measures tied to tax cuts. Funding request is \$25,000, which is believed to be the total cost of restroom cleaning services for the year. Concerns about us taking on the cost each year (setting a precedent) were raised. Melissa to find out who cleans it, what the total cost will be, and who was initially responsible for that cost.

IX. Executive Director's Report

a. City of Casper Communications - Melissa has been attending and initiating

b. Downtown Response Kit - Community Action Partnership / City of Casper / Central Wyoming Counseling Center / Republic Garage. Joint partnership/initiative that grew out of the Homeless Coalition meetings to help educate downtown business owners about best ways to respond to issues they may encounter with unhoused. More on this to come.

c. Office Space update (see update above for Infrastructure Committee)

d. Upcoming Events: Elly from Senator Barasso's office will tour downtown. 5150 Festival is this weekend. Homeless Coalition meets on the 27th.

X. Adjourn at 12:42pm