**<u>DDA Board Meeting: September 10, 2025</u>**

**Present:** Bill Lyons, Ken White, Shawn Houck, Kerstin Ellis, Tim Schenk, Megan Bratton, Kyle Gamroth, Melissa Hugget

**Excused:** Greg Dixson, Tony Hager

**Also present:** Liz Becher (City of Casper)

**I. Meeting called to order at 11:34pm, Quorum established**

**II. Review and approve minutes from August 13 board meeting.**

- Suggested changes (Liz): First National Bank should be changed to Wyoming National Bank Building; Clarifying that Bixby is located in the OYD and DOES have to abide by form-based code.

*MOTION to approve minutes with above changes: Kerstin (1), Ken (2nd); motion approved*

- *Introduction to/from new board member Megan Bratton*

**III. Public Comments -** (none)

**IV. City Report - Liz Becher**

- Joint Meeting for DDA/DCBA/OYD/DSS/VISITCASPER is Monday, September 22nd. Will be hosted at the Lyric, with Racca's and City of Casper providing dinner. 5pm-7pm. Invites will be going out.
- Chamber of Commerce Luncheon is today (presented by Airport Board), which prompted Liz to suggest approaching the Chamber about moving their quarterly luncheon so that DDA could attend. Conversation followed about moving the DDA meeting to Thursdays instead. This will be added to the agenda for new business for next month.
- City is hoping to apply for a federal highway grant to address 1-Way/2-Way conversion costs, Center Street improvements and curb/gutter improvements on Midwest; will need letters of support from DDA when time comes (infrastructure committee)

**V. Financials**

Ken presented budget, discussed need to move the donation to DSS from category of grants to place it in an "unbudgeted class" so that DDA Boost projects have the full $40k to allocate in the future.

*MOTION to approve financials with proposed budget category changes described above: Tim (1), Kyle (2nd); motion approved*

**VI. Committee Reports:**

<u>a. Marketing Committee</u> - Website concepts and marketing language have been presented, we are on schedule for launch of new website. Melissa has asked for bios and headshots before next Monday. Grant program will now be called "DDA BOOST". October 2nd is the go live on phase one of the site (homepage and DDA Boost), November 3 is go live for phase two (subpages). Deadline for Boost applications is end of September.

A conversation about downtown street banners was held. Suggestion was made to match the city's investment in banners (15) to supplement the new holiday season banners that they are buying, Liz thought perhaps 15 would be too many.

*MOTION to purchase 5 banners for holiday season at a cost of approximately $1k from cash reserves Shawn (1), Kerstin (2); motion approved*

b. Governance Committee - Bylaw review process has begun and will continue. Matter tabled for future board meeting.

c. Executive Committee - No report

d. Infrastructure Committee - Melissa informed the board that Tony Hager gave us all the new office furniture at cost.

**VII. Old Business**

a. Public Bathrooms - Liz reports that back in 2012, DDA conducted a survey and presented to the Council to confirm our desire to have public restrooms downtown. With DDA "acting as the catalyst," City applied for a business council grant and received it. In original documents, maintenance would be conducted by DDA or Chamber, but the City never handed these responsibilities over to DDA or Chamber. City has been paying $25k for this service through Buildings and Structures budget. City is asking for the DDA financially support the cleaning of this facility, to align with the original spirit of the project. Board agrees to have the Exectutive Committee review and provide a recommendation at the next meeting for a vote.

b. Mill Levy Election Update - Melissa reports that votes belong to entities, not property addresses. So, for instance, if a separate LLC owns each building, they get a vote for each LLC. Next deadline is notice of assessment that will be published in October. Melissa has nearly completed a property owner list with entity names and contact info for each entity.

c. Strategic Planning Session - September 17th at 12pm at Citiwerks. Five focus areas have been identified, and Melissa will be sending out the proposed agenda/topics; asks for input/review

**VIII. New Business**

None

**IX. Executive Director's Report**

a. Downtown Response Kit - educational piece discussed, update provided.
b. City of Casper – monthly call was postponed but Liz and I met to discuss background and updates within the City, in advance of the Strategic Planning Session.

**X. Adjourn at 12:48**