

DDA Minutes

June 11, 2025

Present: Greg Dixon, Tim Schenck, Tony Hager, Bill Lyons, Ken White, Deb Clark, Shawn Houck, Kerstin Ellis, Melissa Hugget

Excused: Kyle Gamroth

Also present: Liz Becher (City), Tommy Caulkin (Oil City News)

I. Review and approve minutes from May board meeting

Moved by Tony, second by Tim. Unanimous pass.

II. Old Business

a. Ratification of DCBA Sponsorship

MOTION: Approve/pay budgeted expense: (Shawn), 2nd by Deb. Approved unanimously.

b. Grant/Sponsorship application

MOTION: Approve form: Shawn , 2nd by Deb. Approved unanimously.

(Discussion followed, regarding guidelines and rules for grant applications and decision making and the following revisions were suggested:

- Change the word “awards” to “payment” on #1 and make that second sentence #6.
- Line for “Business Owner Signature” should be changed to “Property Owner Signature”
- Ask applicant to address the impact this grant will make for this business or downtown as a whole
- Add a check box for applicant to specify ‘grant’ or ‘sponsorship’
- Further discussion around providing guidelines for grant applicants and committee members to assist in decision making. Suggested notes for guidelines: Specify approved grant uses (improvements for exterior safety, lighting, beautification, ada compliance or event sponsorships);
- Discussion also focused on organizing a committee that includes a combination of DDA board members and non-DDA members. Liz Becher suggests that a person from the city planning sit on the board as well.
- Melissa will produce draft guidelines and revised draft application for board review/approval at the next meeting.

MOTION: Move to rescind approval of the form (Shawn), 2nd by Deb. Approved unanimously.

III. New Business

a. Welcome Melissa Hugget

b. Draft budget discussion/approval

MOTION: Approve publication of the 2026 preliminary budget (Bill), 2nd by Kerstin. Approved unanimously.

c. DDA Website

Current website is outdated and inaccessible for changes. Marketing committee will work to develop a list of features for the website and Melissa will use this list to solicit three qualified bids. Project is budgeted at 10k in the 2026 budget.

d. Board member term expiring

Deb Clark isn’t planning to renew and offers to consider helping with future committee work. Greg suggests that we publicize applications are being accepted for 2 seats.

e. Board officer nominations

Greg requests nominations for Chair, Vice Chair, Secretary and Treasurer be sent to him and Melissa

f. Mill levy discussion

Election is this fall. We need to get on the ballot by July 17th. Resolution from the City of Casper will serve as the official notice. November bond election notice to the county clerk. Melissa will be working with City Clerk's office to get on an agenda. August 6th-August 26th will need to advertise/post in the Tribune. One vote per property (multiple properties). Melissa will be working to find the person behind each property-owning entity.

g. Email hosting upgrade

Melissa spoke to Casper Supernerd to help us move the email. Will eliminate the "CEO" and "KEVIN" addresses and get us set up with more usable email. Will cost \$750.

MOTION: To approve expenditure of \$750 to improve email services. Ken, second Tim. Approved unanimously.

IV: Public Comments (no public in attendance)

V. City Report: Liz Becher

- Correcting the record - Downtown alleys design is happening this year, the work will be completed next year.
- Monday, June 23rd 5p-7p is the next joint DDA/OYD/DCBA meeting, will be hosted at Citiwerks and dinner will be catered.
- Wednesday, June 18th will be a downtown cleanup, including the entrances into the city. 16 individuals from Community Development, Building Inspection, MPO, Parks and Recreation departments will be participating. Focussing on Center to Collins, hit the walking paths, Second and First Street down to David.

VI. Financial Reports

a. May 2025 balance sheets and P&L

b. May 2025 payments, pending June 2025 payments

Ken noted that we budgeted for approx. \$30k in tax collections in June - not yet received.

MOTION: To approve accept financials. Tim, second Deb. Approved unanimously.

VII. Executive Director's report

- New office is set up, Greg suggests we compensate Melissa's helpers with a gift card to Rib & Chop.
MOTION: To approve gift card expenditures. Tim, second Bill, Approved unanimously.
- Downtown Directory: Address cards update: AMBI got about 20% (100+) responses to a postcard intended to update our contact database. Melissa will continue to build and update the database from her visits.

VII. Committee Reports (No Reports were made)

IX. Strategic Plan Discussion (Tabled)

X. Executive Session (Nothing held)