

COUNCIL PRE-MEETING
Tuesday, March 15, 2022 5:15 p.m.
Casper City Hall - Council Chambers

AGENDA

1. Community Promotions
2. Facility Naming Rights
3. RAISE Grant
4. 5150 Tourism Development Agreement
5. Agenda Review

Mayor Pacheco called the pre-meeting to order at 5:17 p.m. with the following Councilmembers present: Pollock, Knell, Sutherland, Cathey, Gamroth, Engebretsen, Vice Mayor Freel and Mayor Pacheco.

City Manager Napier began by discussing the new community promotions process. He explained that staff has met with Visit Casper to come up with a process that is agreeable to both entities. He stated that staff would like direction from Council about the level of in-kind funding and out of pocket funding they would like to see distributed. The out-of-pocket funding would include things like rental fees and overtime costs, not cash funding. He then introduced Fleur Tremel, Assistant to the City Manager/City Clerk, to discuss the process in more detail. Ms. Tremel stated that the applications for community promotions funding will be available April 15 and the board, consisting of two Councilmembers appointed by the Mayor, City staff, and Visit Casper staff, will meet to review those applications. She stated that staff would like to know the budget amount for community promotions funding from the City. Councilmembers asked questions and discussed the amount of in-kind and out-of-pocket funding they would like to provide. Council also discussed the percentage of the fees that organizations would be required to pay if they receive in-kind funding, specifically whether it be at 50% or on a sliding scale. Council asked that Visit Casper and the board provide Council with feedback on the amount of money each of the selected events brings to Casper. Council gave their thumbs up to providing \$25K for community promotions funding and 50% in-kind facility amount.

Next, City Manager Napier discussed extending facility naming rights beyond the Ford Wyoming Center. Staff is proposing outsourcing this process to a third party. Councilmembers asked if staff could do this instead of paying a third party to negotiate naming rights. Zulima Lopez, Parks & Recreation Director, responded that enlisting professionals to do this will provide Casper with the best option financially, as the sponsorship will pay for the contract by providing the company with a percentage of the sponsorship amount. She also explained that there may be an opportunity to contract with Spectra, who have already done these negotiations for the City with the Ford Wyoming Center. She stated that staff will look at other companies as well to ensure that the best proposal is selected. Council gave their thumbs up for pursuing a contract with a third party to solicit naming rights for facilities.

Next, City Manager Napier asked for Council's direction on the City pursuing a RAISE grant. Council gave their thumbs up to pursue the \$250K grant.

Next, City Manager Napier stated that the 5150 Agreement discussion would be deferred until Visit Casper was available to present on that topic.

Next, Council reviewed upcoming work session and regular meeting agendas.

The pre-meeting was adjourned at 5:56 p.m.

ATTEST:

CITY OF CASPER, WYOMING
A Municipal Corporation

Fleur Tremel
City Clerk

Ray Pacheco
Mayor