



Campbell County Retail Development Task Force

MEETING NOTES

February 11, 2010 4 p.m..

Committee Attendance: Julie Simon, Traci Conklin, Jaime Tarver, Daryl Meyer, Doug Ninas, Ryan Conklin, Luann Borgialli (by phone), Brandi Beecher

Julie Simon, Chair, opened the meeting with history of the retail development efforts. Group has been working for over a year and had decided that a retail study was needed, however after discussion with brokers, decided that we need to plan the process and determine exactly what is needed.

Jaime Tarver added that the group had agreed that need to come up with a customized approach. She announced that she is currently working on a development project that is a mixed use of commercial and residential near Camplex. The developers are at the point where they need to do a study within the next 60-90 days analyzing commercial and residential opportunities. We may be able to partner with them on the commercial results of the study.

Traci Conklin asked about the scope of work for the study. Jaime said it is mixed use so will have a commercial component to evaluate the market, look at community, consider leakage, analyze market performance and assess the market. Study will cost approximately \$35,000 total including both the residential and commercial information and the firm doing the study is Market TransX.

Brandi asked if the group understood the information would become public information if we decided to partner. Jaime said yes.

Daryl thought it would be a good opportunity to get the information and not cost the task force as much as previously thought.

Traci added the concept sounds good, but the reason we didn't move forward with Buxton was we didn't know what was needed so need to see a detailed scope of work.

Ryan asked is the study would include types of incentives needed to recruit commercial. May be added into the scope of work.

Doug expressed concern that it may be focused on just one development location, however may be a good start that could be added onto. He also asked about funding.

Jaime said the task force does have the funding for the first phase of the study.

Group discussed the previous study. Problem was it was too much information, site selectors didn't use it. It did have good information. Demographics were off.

Julie added that didn't move forward before with study, because need to do more planning.

Luann said it is important to look at the leakage from Wright going to Casper. There isn't any type of store to buy simple things in Wright and she is interested in developing some type of Cooperative store.

Group decided they would like to see a detailed scope of work.

Julie challenged group to develop a goal as part of the strategic planning process.

Group discussed need for better customer service and potential of developing a program to highlight good service with awards.

After discussion, goal, objectives and strategies were identified.

Goal: Expand retail to meet the needs of Campbell County and surrounding communities.

Objectives:

- Increase selection of retail choices
- Reduce leakage
- Increase tax base
- Increase service industry job opportunities
- Develop strong retail association
- Improve customer service

Strategies:

- Retail study
- Develop Incentives
- Develop program recognizing exceptional customer service

Traci added that the group needs to get more people involved and feel free to bring others in during this process.

Jaime talked about getting existing retailers involved and added that her project consultant said it was important to have a strong retail association.

Group discussed getting representation from Walmart and Wyoming Work Wearhouse. Daryl said from past experience small local retailers won't participate if big stores are involved.

Traci asked about current retail groups. Heart of Gillette is not active anymore. Chamber's Retail Committee is only retail group.

Brandi reminded group during the last meeting in November, we asked Paul Andrade to develop presentation on retail development and the presentation is ready.

Jaime said it would be good to see the retail process that Paul was asked to outline. Also thought it would be good to get Hal and Paul's advise on the scope of work.

Group agreed the next steps are:

- Go through Paul's Retail Process Outline presentation.
- Look at detailed scope of work.
- Continue to work on strategic plan strategies.

Action Items:

- Brandi will set up next meeting with Paul Andrade and send reminders
- Jaime will bring detailed scope of work from consulting firm.
- Google retail association information and bring to the next meeting.

NEXT MEETING TBD