

WORLAND BOARD OF ADJUSTMENT AND PLANNING COMMISSION

Regular Meeting

June 9, 2016

The Worland Board of Adjustment and Planning Commission (BAPC) met Thursday, June 9, 2016 at 12:00 p.m. at Worland City Hall Council Chambers. Commission members in attendance were: Chairman Garret Immesoete, Member Terry Sutherland, Member Landis Benson and Member Scott Fritzler. Also attending were, Planning Advisor Ron Vanderpool, City Engineer Representative Mike Donnell and Deputy Clerk Norma Homan. There was one (1) visitor in attendance.

Chairman Immesoete brought the meeting to order and asked for approval of the minutes from the May 26, 2016 meeting.

Motion: To approve the minutes of the May 26, 2016 regular meeting.

By: Member Fritzler

Second by: Member Benson

Vote: The motion passed unanimously.

Members discussed the Branding bullet points provided by Planning Advisor Vanderpool. During the last BAPC Meeting it was decided that Branding needs to be separate from the Main Street Program and the Board will support Member Sutherland asking Linda Klink come to a meeting to help with the Main Street Program. It is unclear what the next actual accomplishment will be i.e. Branding or Worland becoming an Affiliate or Full Main Street Project; either goal could take up to two (2) years. The Aspiring Main Street process ends after two (2) years and there is no extension after that. We may not be branded before the Main Street Program is in effect.

Member Sutherland stated that the Board could be more successful if an outside expert was used like Roger Brooks who has books and videos that can be rented for \$35.00 dollars and kept for ninety (90) days. Member Benson added that Branding Worland could be one of the hardest things to do because we are so diverse. Who are we marketing to? What is the message? What is the benefit? The Board has a ton of work to do.

Chairman Immesoete advised that all Members need to increase their knowledge on developing Branding by possibly renting videos. Planning Advisor Vanderpool will research prices and length of rental time on videos for the next BAPC meeting. Planning Advisor Vanderpool suggested that there needs to be a "Champion" someone who will take the lead, and suggested that it be a member of the BAPC Board as it will promote a more focused administration. Planning Advisor Vanderpool asked Members to think about who would be that "Champion".

Planning Advisor Vanderpool thanked Executive Director of the Chamber of Commerce Jenn Rasmussen for taking the time to attend the BAPC meetings. Ms. Rasmussen stated that it is good to be involved because branding has been on her mind for several years. City Engineer Representative Mike Donnell shared that he has seventeen (17) years in broadcasting experience

and has worked on branding; two expert individuals could come to help brand for advertising companies. The Washakie Avenue Corridor Study is almost done and the study is leaning towards rebuilding Washakie Avenue. There is a website that DOWL has set up; look up Washakie Avenue to find it.

With no further business, the meeting adjourned at 1:05 p.m.

Garret Immesoete-Chairman

Norma Homan, Deputy Clerk