



Scheduled Meeting
January 6, 2016
11:30am-12:30pm
DDA/Downtown Cheyenne Office

Members present:

Charlotte Powers
Heather Preston
Jody McMullan
Morgan Martin
Perry White

Staff present:

Desiree Brothe

Topics discussed

1. Holiday Display follow-up
2. Christmas Parade follow-up
3. 6 Weeks of Giving follow-up
4. Sponsorship Letters for application follow-up
5. Committee Policy and Procedure review
6. Guest, Pete Laybourn
7. New Business

Holiday Display follow-up

- Wyoming Home won with 101 votes. Increased participation by retailers added to the success.
- Plan: Revisit in October. Consider a theme to coordinate with the Christmas Parade. Increase advertising.

Christmas Parade follow-up

- Miscommunication did not allow for DDA logo to appear on the t-shirts, but was present on the Parade banner, web graphics, flyer attached to the poinsettias, and videos. Morgan provided an event summary to committee members via email immediately following this meeting.

6 Weeks of Giving follow-up

- Perry provided a brief verbal summary of the event.
- This inaugural event took place at the Asher Building. Several charities were the beneficiaries, including Toys for Tots.

- The 2016 event will kick off with a turkey dinner. The event will feature a single charity each year. This year will be COMEA Shelter.
- Sam's Club will be the major sponsor. Sponsorship from the DDA is not anticipated.

Sponsorship Letters for Application follow-up

- Desiree reported that letters were mailed as planned.

Committee Policy and Procedure/Mission

- Desiree presented DDA's Board of Directors' developed Strategic Plan FY2016-FY2017
- Specific to Promotions Committee:
 - Sponsorship of new and existing events from external promoters, i.e., Depot Days
 - Initiation of new and existing events directly from DDA, i.e., Rock the Block
 - Creation of visible desirable downtown via increased lighting and holiday decor
 - Maximization of social media—special events, as well as everyday happenings

Guest, Pete Laybourn

- Mr. Laybourn took a break from removing downtown holiday decor and addressed the committee regarding downtown holiday decor. Specific concerns: 1) Not all the trees with electrical outlets in the base were lighted. 2) Those lit were not coordinated as to colored lights and white lights.
- Additionally, he presented that inadequate lighting exists in the heavily trafficked, alley behind the Lincoln Theater (17th and Warren).
- Discussion ensued regarding only Clean and Safe crews authorized to place lights on trees on City owned property, who is the entity responsible for installing and financing lighting in the alley, and how are other communities, such as Casper and Fort Collins, implementing better lighting scenarios.

New Business

- Downtown Cheyenne to informally replace DDA name at this time.
- Rock the Block tentative date, May 12 or 13, 2016 to align with ComiCon.
- Volunteer list - Consider a volunteers in advance for each event.
- Website for Promotions Committee to go live on January 14, 2016. Minutes will be available for viewing.
- Remainder of Holiday Decor to be removed on Sunday, January 10, 2016, committee members to meet at DDA Office @ 12:30pm.

Next Meeting: Wednesday, February 3, 2016 @ 11:30am, DDA Office