



**Cheyenne DDA/Main Street – Annual Review
October 9-10, 2014**

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We would like to thank the Cheyenne DDA/Main Street Board and the representatives of partner organizations and businesses that participated in this review. Cheyenne’s Main Street program has made great strides since joining Wyoming Main Street. The team sees this organization as in a transitional phase from a Downtown Development Authority to a successful DDA **and** Main Street. The recommendations below are presented to you as a means of continuing to strengthen your program and assure viability and sustainability.

We are asking that your program respond in writing to the observations and recommendations made in the annual review report. The response should include plans of action for observations in which a recommendation was given. WYMS requests that this response be submitted to us no later than December 5, 2014.

We want to remind you that the Wyoming Main Street program is here to offer assistance in any way that we can. We are available for technical assistance, whether that assistance comes from our office or we provide other specialists to meet your needs. This includes suggestions or help implementing recommendations in this report.

<i>Observations</i>	<i>Recommendations</i>
The new chair of DDA/Main Street is respected by partner organizations and the City alike and appears to be actively strengthening relationships with these entities.	The key to DDA/Main Street thriving is a strong relationship with partner organizations and the City of Cheyenne. Keep up the good work!
Downtown Cheyenne is right on the cusp of an exciting time with new development.	This is a great time for DDA/Main Street to prove the organization as a strong leader in downtown Cheyenne’s revitalization. Stepping up to take that leadership role is critical.
While the board meetings are getting shorter, they are still quite long.	The team recommends allowing the public comment to last 3 minutes per person, with enforcement, and ensuring the “take no action” rule is being implemented. If an item is not on the agenda, don’t discuss it. If need be, it can be a topic for the next meeting. Don’t be afraid to use the gavel to keep the meeting moving at a timely pace.

The remainder of the report will be split into two sections: Reorganization and Outreach. The reorganization section focuses on the transitions the organization is moving toward and the outreach section focuses on communication with multiple groups.

Reorganization	
<p>The team observed that the organization still sees itself and functions as a DDA, not necessarily as a Main Street organization, and that there may be some confusion as to what the Main Street side entails.</p>	<p>Getting the committees in place with well-established roles, specifically the organization committee, will help the transition to “Main Street.”</p> <p>Main Street 101 training with the <u>entire</u> board and training for the committees on their specific points may help alleviate some confusion on the role of Main Street.</p> <p>Look at the organization as an “implementation organization,” not just a planning organization. While planning is a crucial part of moving forward, there are plenty of plans in place regarding downtown Cheyenne. Take those plans and start implementing.</p>
<p>The process of hiring a new executive director may help to build support from partner organizations, specifically the City.</p>	<p>Include the City and any relevant partner organizations to strategically think about what skill sets are needed in a new hire. Including outside organizations may help gain their buy-in and support of not just the new hire, but the organization overall.</p> <p>The WYMS office, specifically Mary Randolph, is available to help with the hiring process.</p>
<p>With a list of 99 potential projects to tackle and the current environment surrounding downtown Cheyenne, DDA/Main Street needs to have a strategic plan.</p>	<p>With so many planning documents already in place, utilize existing documents to outline your strategic plan. One specific document is the placemaking plan. Goals and objectives do not need to be exactly like the placemaking plan, but utilizing it for general ideas would ease the strategic planning process.</p> <p>Scale down potential projects to the most important that staff and board can manage.</p> <p>The Reconnaissance Visit report from the National Main Street Center should be part of the process as well. Many recommendations of the review team were outlined in that report.</p>

	<p>The key for the planning process is to pick a few items that DDA/Main Street can do well. It's also an opportunity to ensure the committees are on the same page as the board and that their work plans reflect the organization's overall strategic plan.</p>
<p>It appeared that the committees and board were not necessarily aware of what the other was doing.</p>	<p>Committee chairs should continue to report at Board meetings and also distribute written updates. Another option is having meetings where the committee chairs meet with the executive board and staff to outline topics for the next board meeting and give committee updates. Steamboat Springs Mainstreet currently does this and finds it to work well.</p>
<p>The relationship with the City is unclear at best with regards to funding.</p>	<p>The team recommends working with the City on having a baseline services agreement to outline funding. This should include programs the City manages as well as what services DDA/Main Street is providing.</p>
<p>Outreach:</p>	
<p>City and Partners</p>	<p>The team recommends involving the City Council/Mayor and partners in your strategic planning process.</p> <p>The team also recommends a representative from the organization attend Council meetings once a quarter during the strategic planning process as well as during implementation. This should keep the Council members and Mayor up-to-speed on DDA/Main Street activities.</p>
<p>Businesses</p>	<p>With the size of Cheyenne's district, it is impossible for one person to have meaningful relationships with all the businesses and help with communication efforts. The team suggests utilizing block captains. The block captains can be board or committee members and are assigned a few blocks with which to work.</p>
<p>Despite all the progress DDA/Main Street has made in the past 2 years, many people the team talked to were unaware of what the organization has accomplished.</p>	<p>Make sure to toot your horn, but for the right issues. For example, if your reinvestment statistics are great one month or over the course of a year, highlight it, as well as large projects the organization was a major part of, or the successes such as the 17th Street Arts Festival. Drown out the bad press with the positive.</p>