

Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting– Thursday, August 13, 2015
7:00 A.M., 2nd Floor Asher-Wyoming Arts Center

Call to order: *Dick O’Gara, Vice President*

Hans Seitz,-President

Dick O’Gara, Vice-President

Pat McGee

Dave Teubner

Dr. Mark Rinne, City Council Representative

Ex-Officio: Matt Ashby, City of Cheyenne Buck Holmes, Laramie County

Dave Ohde, Secretary

Wally Erickson, Treasurer

Charlotte Powers

Alane West

Staff: Amy Surdam, Desirée Brothe, Ginny Olson

Guests: Glen Garrett, Shelby LaCroix, Megin Rux, Stephanie Lowe, Bill Henderson, Pete Laybourn, Bob Clary

Call to order:

President Seitz called the meeting to order at 7:00 am. The August board minutes were approved by Mr. O’Gara, with Mr. Ohde seconding and the motion carried. The Agenda Items were discussed.

ED Board Update:

The Executive Director’s report was pulled by Ms. West, Mr. O’Gara seconded. Motion carried.

Treasurer’s Report:

Mr. Erickson elected to pull the Treasurer’s Report, after first stating that there was a clarification on the invoice for Wyoming Network on the amount of \$235.00 instead of \$370.00. Mr. O’Gara clarified that we are still working through website improvements, Ms. Brothe responded that we are. Dr. Rinne motioned to approve the report and “pay our bills.” Ms. West seconded. The motion carried.

At this time, Ms. West requested that the Carey Building be added to the standing Agenda as a regular item. President Seitz stated that it could fall in line after the Committee reports. Mr. Erickson moved to accept the ED report as written, Ms. West seconded. The motion carried.

Standing Committee Reports

Design—Mr. Ohde

Mr. Ohde reported that the Design committee had approved two CIG applications, the first for Cheyenne Brewing Company for the lighting of their sign in the amount of \$620.00. The second for the Mid-Mod building for their sign as well as awnings, in the amount of \$5990.00. President Seitz asked after the Community Action signs on the RBC building at 17th and Capitol. Only the cabinets are left and who owns them is in question. It was requested that the issue be looked into.

Mr. Ohde remarked that he will be working with the Design committee on a policy revision in terms of time period that a CIG funded project maintain either its location, or in terms of changes to the object in question. Also under consideration is if the object does need to be removed or changed, is the DDA/Main Street/ Design committee then owed reimbursement? The question will be discussed amongst those in the Design committee meeting.

Finally, President Seitz asked about the FIP program and the status of the applicants. Mr. Ohde replied that he has received one back, signed; he’s reworking two others with the building owners, and finally,

that Mr. Briggs has declined to participate. Ms. West inquired if there is a deadline to have the document signed by. Mr. Ohde responded that there is no timeline to sign by, simply within a reasonable amount of time. If any improvements were made prior to signing, the building owner will not be paid for those items.

Promotions—(Ms. Owen was unable to be present; Ms. Brothe spoke on her behalf)

Ms. Brothe remarked on the August Thursday Night Out event, what a success it was for both retailers and the Steel Pan band that was in town for the event. The second event is scheduled for the evening of September 10th, and she encouraged all who could to come and partake. Music was lined up, and many of the same businesses were on board to participate once again.

In October, Witches Night Out will be held in conjunction with the next Thursday Night Out and Art Design and Dine, and planning has commenced for that. In addition, because Halloween falls on a Saturday, the first ever Trick or Treat event will be held and planning has also ensued for that event.

Ideas for November and December events and marketing are also in the early stages of planning.

Finally, September 18th marks the Edge Fest event, where planning for and with the West Edge Project will begin at 2:00 pm, and the music festival portion will start at 6:00 pm.

Economic Development—Tara Nethercott (also unable to be present)

President Seitz spoke in regards to the ED committee. The committee did not meet on September 8th, therefore there was no new news to report.

Organization—Shelby LaCroix

Ms. Lacroix discussed the Mill Levy outreach campaign and how that was going. She personally has had many successful interactions with business and property owners while in distribution. She stated that people are open, there have been few to no complaints nor negative reactions. Also, Ms. Surdam and Ms. Brothe have had very similar responses throughout the south portion of the district.

She expressed an ‘ask’ of the Board: to please take the five assigned people for each board member and please aid the Organization committee in the direct outreach process. Ms. LaCroix also detailed the upcoming Stakeholder Meeting set for October 1st, and requested that as many board members as possible be present to help answer questions and take a firm stance in support of the mill levy.

President Seitz reiterated this fact, highly encouraging all board members to go out and talk with property owners and help to alleviate incorrect perceptions of the DDA/ Main Street goals. He asked that we all be clear and concise with our direction as we work toward the same goal, and that periodically, we should all keep in contact with the people throughout our district, not just for the mill levy outreach, but in general.

President Seitz asked if there was a specific script involved in mill levy outreach, to which Ms. LaCroix replied that being genuine and expressing why you personally care about the DDA/Main Street and the downtown is the best way to approach the conversation. Also, possessing a cheerful demeanor and a listening attitude helps.

Downtown Development Foundation—Alane West

Ms. West detailed that the Foundation met on August 24th to approve policies and procedures. They made a decision to break away from the “Bronze on Loan” program, in order to better provide efforts elsewhere. Also, they will meet quarterly and in that timeframe before the next meeting, she encouraged all to give direction for requests on needed help and support.

Historic Preservation—Alane West

Ms. West presented the board and guests with a letter written by Chairman Wes Peterson (please see attached). She read the letter aloud to those present, which details several options of support from the Historic Preservation Board:

1. The Historic Preservation Board could look into the current façade, and have it resurveyed to see if it falls under the Federal fifty year period to be considered historic. If it is found to be considered so, then it would be eligible to receive funding from CLG from state and federal governments. This would be a cash match on the DDA/ Main Street's part.
2. The Historic Preservation Board could apply for a Cultural Trust Fund (CTF) grant on behalf of the DDA/Main Street, however, the end result of the building would have to be arts or culturally oriented. This money could help with the renovation of the property. This option also requires a cash match.
3. A "Go Fund Me" campaign could fund a removal of the puce tiles currently on the building. Artists could paint them and sell them to raise money and awareness of the development.
4. Finally, a removal of one or two of the puce tile façade to generate excitement and for the project.

The conversation in regard to Carey building as a whole turned to the varying questions and answers between the DDA/Main Street board, and Ms. Lowe and Ms. Rux of the Historic Preservation Board, as well as Mr. Garrett in regard to all of the options presented and how each could be worked. Ms. Surdam spoke about the current situation with the Option that DDA/Main Street has presented the owner and where we lie in that process. She mentioned that removal of the panels for inspection and that process in its entirety could cost around \$12,000.00. Currently, the building owner and his council have presented an MOU, which is not appropriate at this time. Our lawyers are in an educational phase with Azurlite's lawyers on why an option is being used. Ms. Surdam also mentioned that Azurelite is strongly leaning towards demolition of the Carey building, though that does not mean we need to pursue that route. Ms. Surdam is in the process of working towards gaining a site eligibility report to learn more about the environmental hazards that the building may possess.

Finally, the conversation was brought to a close with Mr. Tuebner pointing out that while we are all excited and ready for the project, however, we do not yet own the building, and therefore cannot make the kind of decisions that were being discussed. President Seitz asked that Ms. West and Ms. Surdam collaborate to work forward in this process, while maintaining the freshness and excitement of the current momentum. It was agreed that Ms. Surdam and Ms. West would meet with Mr. Peterson, and would report to the board on the matter at the next meeting.

Amendment to Bylaws—Charlotte Powers, Alane West, Hans Seitz

A Bylaws committee met twice in the last month to better establish clarity within the Conflict of Interest Policy, the Attendance Policy, and who may sign contracts and up to what amount. It was determined that a super majority is needed to make the needed changes official. Mr. Ohde made a motion to accept the changes to the bylaws in terms of each option of A for all three; Mr. Garrett asked for a summarization on all the changes (see attached sheet). President Seitz explained each, and said that the committee purposefully kept the changes broad, and sought to add clarity to the existing bylaws.

Mr. O'Gara asked for clarification on the contract signing bylaw and what it stipulated that the director could and could not do. It was noted that the wording is misleading, leaving the reader to assume that the executive director is not allowed to do enter into any contract whatsoever. Mr. Tuebner pointed out that Executive Director needs to be able to operate the organization in the most effective manner and that contractual abilities should not be eliminated. He also stated that he felt that the board's position needs to stay at a strategic level as opposed to an operations level.

Finally, there was a discussion toward the annual signing of a contract by each member, some for and some against. Mr. O’Gara made a motion to delete the yearly signing of the contract; Dr. Rinne, seconded, then stated that he does not feel that it is an issue to review and sign yearly and stated that he would not support the amendment. There were more opposed to the amendment than against, and the motion did not carry. Also, Mr. Ohde’s initial motion of acceptance of the three A’s as changes did not carry either.

Overall, it was determined that the Bylaws Committee would need to enter into conversation once more to redesign specifically the contractual stipulations for signatures. Mr. Tuebner requested that the committee present ‘strong recommendations’ as opposed to options, to make the process easier.

City Contract

Very recently, a verbal agreement was struck with the city at a meeting between Ms. Surdam, President Seitz, Mayor Kaysen, and Lois Huff in regards to a city contract for FY17. Pending City Council and budget approval, a deal has been struck that would give the DDA/Main Street \$412,500.00 for FY17.

This amount would be divvied as follows:

- \$125,000 to CIG
- \$125,000 to FIP
- \$37,500 to Administration of those programs
- \$125,000 to be reserved for Economic Development

The city will absorb the plaza events, clean and safe programs, and trees and tree care, potentially even hiring an arborist. This will put the mill levy money, if passed, to go towards the administration of all programs within the DDA/ Main Street. Mr. Garrett stood up to express what great news this was, and also that it is now the turn of the property owners to take part in support and vote for the mill levy this fall. President Seitz also mentioned that the next step is to take a look at parking and the perception of the Spiker Garage, as well as how to best alleviate blight throughout the district.

Recognition of Bob Clary

Mr. Clary was present at the meeting in order to be recognized for his many years of service and dedication to downtown Cheyenne and the DDA/Main Street. He has been an integral part of the organization since at least 1986, and will stay on to serve as the DDA/Main Street representative for meetings concerning the West Edge Project.

Brief presentation by Pete Laybourn

Mr. Laybourn stood to state that he was interested in reading over the history of the DDA/Main Street for the past 30 years to address how and why various changes have been made. He stated that he will be dropping in to ask staff varying questions in regard to records from the past. Mr. Laybourn provided a document expressing the right to obtain records. President Seitz requested that Mr. Laybourn remain respectful not only in how he approached the staff, but of their time as well. He also asked that Mr. Laybourn submit any requests in writing. Finally, Ms. Lacroix posed the question of Mr. Laybourn’s intent in gathering the information. Mr. Laybourn responded that he wants to address the previous attempts at downtown improvement and whether that intent was met in the past. He believes it to be an interesting story.

Edge Fest Funding request

The last and final order of business was a request for funding for the upcoming Edge Fest event. Mr. Tuebner recused himself stating conflict of interest. Warehouse Twentyone has put \$8,000.00 towards the event, with an additional \$4,000.00 coming from Warren Federal Credit Union. There is a remaining \$1472.00 that is needed to complete the advertising portion of the event. Typically, this type of request

goes to the Promotions committee first, but as the request came through the night before (September 9th), it was brought to the board meeting instead. Ms. Olson stated that there was some money that we earned through donations and beer sales from Rock the Block that could be used towards this funding need. Mr. O’Gara made the motion to fund in the amount of \$1472.00. Ms. West seconded. The motion carried.

Meeting adjourned at 9:00 am.