



Cheyenne Downtown Development Authority/Main Street

Board of Directors Meeting– Thursday, April 14th, 2016
3:00 pm, Becker Board Room, Wyoming Business Council

Board: Hans Seitz, <i>President</i>	Dave Tuebner
Dr. Mark Rinne, <i>Vice President</i>	Charlotte Powers
Wally Erickson, <i>Treasurer</i>	Alane West
Dave Ohde, <i>Secretary</i>	Will Hardin
Gabriel Pina	Buck Holmes

Staff:

Amy Surdam, *Executive Director*
Ginny Olson, *Administrative Assistant*
Desirée Brothe, *Program Manager*

Guests:

Richard Johnson; Greg Smith; Glenn Garrett; Blithe McAndrews; Stephanie Lowe; Lorraine Griggsby

Call to order: 3:00 pm.

Consent Agenda

Mr. Ohde moved to approve the consent agenda containing the March Board Minutes, Treasurer's Report of Payables totaling \$12,259.55, transfer to payroll account of \$12,000; E.D. Board Update, and the Façade Improvement Program final documents. The motion was seconded by Mr. Erickson and passed.

Historic Preservation – Blithe McAndrews

Megin Rux is moving to FT. Collins and will no longer be representing the Historic Preservation Board at the DDA Board meetings. Blithe McAndrews is now our liaison. HPB recently conducted a public hearing regarding the moving of the houses located behind the Historic Governor's Mansion. May is Historic Preservation month. The HPB recently concluded their strategic planning and were also given awarded the Dubois award for varying properties in the registered historic districts. Mr. Seitz asked if any award winners were in the DDA district. Ms. McAndrews responded the award winners were in the Capitol North and Rainsford Districts. The focus of the Dubois Award is residential. The Historic Preservation Board does an award in November geared towards commercial property.

They are pushing to get their brochures available, in regard to the historic districts, preserving homes and property, general information about their board and finally on how to research a home. They are looking for places to make these available to residents in the community.

Downtown Development Foundation—Alane West

The Foundation met the week prior via phone. They approved the treasurer's report and the minutes from the previous meeting. They will meet again in this quarter unless requested otherwise with two weeks' notice.

DCBC- *Desirée Brothe*

DCBC now has 48+ members. The monthly mixer was well attended and was co-hosted by Will Hardin with State Farm Insurance and the DDA/Main Street. The DCBC will be doing Danielmark's Grand Opening as well as FUREver Friends grand opening later this month. Ms. Surdam mentioned that the mayor had explicitly asked that the organization be revamped at the latter part of last year and that Mr. Pina has done a great amount of work. It is a great accomplishment.

Organization Committee—*Desirée Brothe*

An orientation session has been held with the Block Ambassadors. The committee is still seeking a few more ambassador volunteers but those should be signed up shortly. A map has been created with the numbered blocks colored to designate which blocks are assigned to the individual ambassadors. A listing of contact people and numbers has also been given assisting the ambassadors in reporting concerns. An inventory of business, vacancies, and concerns and comments will be directed to the staff at the DDA to assist with lines of communication amongst business and property owners.

Adopt a Block—*Ginny Olson*

The format of the program has been reworked and new documents prepared. Last year, only 4 blocks were adopted and Ms. Olson would like to increase that number to 10. A new logo and brochure have been designed. A list of people to send a letter to in order to solicit for help is being worked on and contacts will be made with Big Brothers Big Sisters, Transitional Center and Recover Wyoming to ask for volunteers to help. Sponsorship of a block will be \$100. These funds will defer the cost of signage designating the adoptee of the block and supplies such as trash bags. An email blitz via Constant Contact will be sent as details are finalized asking for volunteers and Adopt a Block sponsors. She stated there would be interplay between Adopt a Block coordinator (block captain) and the Block Ambassadors. Mr. Tuebner asked if the logo as sub-branding was similar to our current logo. Ms. Olson responded with the similarity being the rust orange color used in the Downtown Cheyenne logo. Gabriel Kaufhold, the website designer will place a link on the DDA website under the Organization committee for information on the Adopt a Block program and a form for volunteers to sign up to help.

Also placed on the DDA website will be a link titled "Eyes on Downtown" that will list the people and contact information to report concerns in the downtown area. Mr. Erickson asked if there will be any graffiti removal happening, to which Ms. Brothe replied yes.

Police Chief Kozak recently met with Ms. Surdam regarding increase perception of safety downtown. A Citizen Patrol as a watchful eye was discussed. This will get further traction in the next few weeks. .

Design--*Dave Ohde*

With the approval of the final FIP documents in the consent agenda, the program is ready to roll out. The committee has scheduled an introductory meeting with the property owners the 26th of April in the Hynds Building at 5:30 p.m. Packets will be available to the public at that time. The Historical Preservation Board will present as well. The committee will be taking preliminary applications until May 18th, then begin to go through the selection process. Final steps will be to bring award applications to the Board in the coming few months. The DDA will be advertising this program as much as possible via paper, the web, email and social presences.

Promotions—Charlotte Powers

Ms. Powers referred to the final three documents in the board packet. The committee has met twice to review the sponsorship guidelines and the Promotion Committee Guidelines. She asked for the Board's approval of these revised guidelines. The high number of committee members is changed from 11 to 9, and the meeting date is on the first Thursday of each month. Rock the Block is not being pursued and the committee is focused on the Strategic Plan. Within the Event Sponsorship applications and guidelines, the main differences presented to the Board between current and previous, include an ask of the Board: they would like to have the autonomy to approve applications up to 5,000.00. Anything above this amount, the committee would recommend to the Board. The major events as defined by policies and guidelines are defined as happening more than once. They typically have larger attendance and come to the board annually.

Mr. Ohde asked if the major events are those that we have as line items in the budget, and offered an observation that the \$5,000.00 Promotions is requesting is something that the Design committee does not have. Just simply autonomy to make decisions on the CIG program. Ms. Powers replied that this autonomy would keep the committee on an efficient timeline in approving sponsorships. Mr. Tuebner offered that he likes the idea of giving the committee the authority to do what it needs and asked for minor clarification on the process, to which Ms. Powers explained as needed.

Mr. Seitz called for a motion to approve the amended documents as they stand. Ms. Powers so moved and it was seconded by Ms. West. Mr. Erickson asked how the annual budget comes into play. Ms. Powers' response was that it hasn't been an issue previously, but it is worth discussing. Following the discussion, the motion carried.

In regard to the needed approval on major events sponsorships, the committee has approved 7 of the 8 applications that were received for this year. Ms. Powers did offer that Depot days has not been recommended to be refunded as it is proving successful on its own. There is an issue with where we are at with the budget for FY17 in that it is currently unknown and it is hard to finalize these requests at this time. Ms. Powers asked that all review, and make a decision in May as opposed to now. In the interim, letters will go out to the applicants, to notify of the changes in budget decision process. Mr. Ohde asked that a total column be added to the spreadsheet for the May meeting.

Economic Restructuring –Desirée Brothe

Mr. Weinstein was unable to be present and Ms. Brothe reported on his behalf. She briefly stated that the committee has been working through the Microloan documents for updating and tightening, but after discussion, it was decided that this program would be turned into a grant program. The documents will be presented at the next Board meeting.

Shared Artists Workspace – Amy Surdam/Desirée Brothe

This project has received more \$15,052.00 from a Wyoming Main Street TA Grant, and \$10,000 from a Wyoming Arts Council grant. The staff is actively looking at spaces and leases. They are excited but not ready to bring anything forward at this time. The project will establish a partnership with the VA who will have a place for their supplies and use of the space 2 hours a week. This will be a great community partnership. They are also working on marketing and a website to get this going.

Other New business

Ms. Surdam cited quarterly stakeholder meetings as part of the Dirty Dozen. The roll out introductory meeting for the FIP program will count as a stakeholder meeting. Two days in early May will be set as a

'Meet and Greet open house' to engage the community. Surdam will also be engaging one-on-one with downtown business owners/property owners throughout May.

ReRide

We started with 35 bikes; 10 bikes additionally placed. Currently we are down to 10 bikes. It is disappointing though not unexpected. Currently looking at solutions such as GPS- with Rock on Wheels making the investment, as well as locking a selection of bikes at DDA/Paramount, Recover Wyoming, and the Comea shelter. We have had great feedback and there's been great usage. Ms. Surdam hopes that the people who've kept them really needed them and we've reached a saturation point.

17th Street Lighting Project

Ms. Surdam reported meeting with the Mayor and city grant writer to discuss strategy for additional funding for the project. At this time, the funds received from the tax will be put to use to place lighting along 17th street, and the group will look at a grant for the remaining streetscape items.

Other business:

Mr. Seitz shared that a request came through in regard to the Skypath and the Hynds building, and the developer is asking for a letter of support addressed to the Wyoming Business Council for this project. The request was for nothing specific, but of the concept of development for the Hynds Building in general. A letter will not bind the DDA/Main Street in any way. Dr. Rinne stated that the DDA should honor this request. Mr. Seitz will write the letter and attend the meetings. He will take information back to the board as needed.

Richard Johnson, City Councilman reported that his creation of an event for Adopt a Block was only for supplies but that this became an item of interest from the entire city of Cheyenne. Scheduling was an issue last year. A lot of families want to take part and Saturdays are best for them.

He shared ReRide updates: George at Rock on Wheels has slowed his progress. He's still collecting bikes but it takes \$250.00 and 10 hours of work to complete one bike. He does have portable bike racks he would place at the Depot Plaza for events as needed. This will be looked at for this summer.

Mr. Garrett spoke regarding the Hynds Development/Skywalk conversation earlier in New Business. He stated he had been working with the developer. He came to ask for support for the Skypath and the two grants being considered. Hans expressed that there are things that may not fully be revealed yet.

Meeting adjourned 4:05 pm.