



## **DDA/Main Street**

Board Update

February, 2017

Desirée Brothe, Program Director

### **Board Information**

- Budget has been reworked by members of the Executive Team.
- Financial policy has been updated following the January 2017 board meeting
- Job posting for the new Executive Director position has been posted to multiple sources—thanks Andy—and will run for one month, until March 3<sup>rd</sup>.

### **Strategic Planning**

- The conversation surrounding a potential work session has been paused for the moment
- The FY18 Strategic Plan is ready for adoption

### **Main Street**

- The quarterly Main Street Managers' meeting for the State was held in mid-January, here in Cheyenne, and in conjunction with the WEDA conference. Andy and Desiree were in attendance for the manager's meeting portion. The yearly national conference will be held in Pittsburgh, PA this year, in early May. Andy and Desiree will be attending on behalf of Cheyenne, and Andy also received a \$1000.00 scholarship for travel expenses from Wyo. Main Street for the conference! (Go Andy!!)

### **CORE Team**

- Both Wally and Desiree have been attending CORE team meetings to keep up to date on all projects.
- The team is actively working through various aspects of the Hynds Development Project
- The Alley Modernization team met in mid-January and went over the current findings on the project. Cost estimates have come in lower than anticipated for the two alleys as a whole, and are at roughly 1.8 mill to complete the two proposed alleys. This cost estimate is pre design work as well, and is simply the cost of making the alleys ready with fiber and utility clean up. AVI will complete work towards a final schematic. At this time, potential project funding awaits Council decision in regard to 6<sup>th</sup> penny.

### **Water Feature**

- The water feature design work is complete (as the board will previously note) as well as a final report given.
- At this time, potential project funding awaits Council decision in regard to 6<sup>th</sup> penny.

### **Property Database**

- We continue to work to implement Opportunity Space's Market Place program to integrate it with the DDA website. This is a free program that will help people looking for property to rent or buy in the DDA District.

- We are hoping to have this prepared, up-and-running by the end of February, as staff time allows.

### **Business Recruitment and Retention**

- In combination with the new Property Database, work towards a small business page is underway for the website
- Stronger, more meaningful efforts of property/business communication are being pursued by Staff and the Org. committee

### **17<sup>th</sup> Street Lighting**

- Much of the groundwork has been completed for installation; light poles should be in and installed in February as weather permits.

### **Cheyenne Mural Project**

- The Military Mural is underway in terms of planning. A team of two artists and a few IB students are doing research and image rendering. This process will take a couple of months, to allow time with everyone's schedules. A final image will be ready in April, and execution will begin May/June as weather permits. More details will be provided as they are available.

### **Cheyenne Creative**

- Artwalk follows the Board meeting on Feb. 9<sup>th</sup> and this month we are featuring Cheyenne and Laramie painter, Luke Anderson.
- A new artist Cathy Spencer is teaching a variety of jewelry workshops four times a month
- Steve Knox (local artist and printmaker) and Desiree will host a Printmaking workshop at the end of February
- Newsletter will be coming out in early March for a quarterly update on the program

### **West Edge**

- Staff has a role in planning the 2017 Edge Fest
- Staff also attended the 2017 Wyoming Entrepreneurial Group's event in mid-January, which was also a West-Edge promotion endeavor

### **Grocery Co-Op**

- Sam will report on much of this
- Basic business plan development is nearly complete
- The website for this project will be available in the coming two weeks. This website is meant to be a hub for the committee/community to go to stay up to date on the project.
- Next steps include grant source exploration, light site feasibility, and continued research on the project as a whole.
- A committee member has been in contact with the Save-a-Lot chain, which works in communities with VA hospitals. More updates on this as they are available.
- This project remains projected out for 2-3 years, as the community and downtown are ready for it.

### **Ice Rink**

- Charlotte will provide the bulk of these updates
- The previous year's budget has been completed, and community surveys have been collected

- People loved it! They want real ice and more availability during the day/for a month
- Final count for users was 2,332;
- utilized 509 volunteer hours, between those of the committee planning and those that worked the rink
- Total number of volunteers was 56

**FIP/CIG programs**

- No new CIG's have come forward in the last couple of months; this is normal for this time of year
- The FIP program is set to kick off for the 2017 Calendar year, at a community meeting on Feb 16<sup>th</sup>, 2017 from 5:30-6:30 pm.
- Construction on previously funded projects will commence this spring, as the weather warms and allows