



DDA/Main Street

Board Update

July, 2017

Desirée Brothe

Program Director/Interim Executive Director

ORGANIZATION UPDATES

Board information

- We received our final vote from City council, confirming our FY18 budget on June 26th.
- We have two new board members who will be joining us at our July meeting, Steve Borin and Johnathon Savelle. They each have four-year appointments.

Executive Director Search

- No updates at this time

Wyoming Main Street/National Main Street

- Meetings have been taking place over the past week to start coordination for our Technical Assistance Grant for the Transformation Strategies
 - You will receive a handout explaining this process and what to expect at the board meeting
 - Linda Klinck with Wyoming Main Street will be doing a brief presentation to help explain multiple components of this process.
 - We are anticipating National Main Street to be visiting with staff, board members and downtown stakeholders in early August (more to be listed in the handout).
 - We will need your participation as board members to help this process to go smoothly and to be effective now and in the future.

PARTNERSHIP UPDATES

CORE Team

- CORE team cancelled in June and half the team members attended the Fight the Blight meeting where we were anticipating a discussion with HUD and some of our downtown structures
 - HUD had to postpone the meeting (which will now take place on July 20th, at 11:00 am at the Library)
 - General discussion surrounding downtown and how we can work with the task force took place, however, at this time, we are doing what we need to be doing with our downtown commercial realtor partners and placing developers on appropriate projects when we can
- CORE team meeting will resume as normal for July
- To remember: This plan is a compilation of plans done over the previous few years; in addition, current challenges for the downtown are taken into consideration and worked through to find strategic, quick, or thoughtful solutions. The plan is updated on the calendar year, to keep relevant with ongoing projects and opportunities.

Downtown Parking

- I have signed the contract and begun the process in working with Dennis and Kimley-Horn to complete the study of the UP lot. More updates to come on this as we have them.
- Conversations with CPD and potential future partnerships are taking place intermittently to coordinate what may be needed.

Downtown Safety

- I will let the officer present at the board meeting detail our current standing with Operation Change
- I have had initial conversations with Sue Garret at Peak Wellness. We are planning a series of brief seminars on Mental health for this fall. We will hold initial planning meetings with all necessary partners in August following CFD.

West Edge

- The Reed Rail Corridor consultants held successful planning sessions at the end of June, which is part of Stage II of the planning process for that development

STAFF PROJECTS

Water Feature and Alley Modernization

- Water Feature design remains complete and ready when funding coincides
- Alley Modernization, as stated, is in the final planning stages; a draft has been submitted via AVI, and revisions will be to follow in the coming weeks

17TH Street Lighting

- The lighting ceremony took place on June 13th. We had roughly 40 people turn out for the ceremony, which was of course windy.
- Pole Mountain was awesome and staged a fake “turning on” of the lights, which was fun for the audience.
- Many thanks to all involved in implementing and physically handling that project.

Downtown Trees

- Evergreen Trees spent about a week and half, working around our busy season and traffic to put in several new trees in the downtown core area
 - Work included removal of several diseased or partially dead trees as well as removal of stumps from previous work
 - Many tree grates were replaced with the red chip gravel, which will allow for better water flow and retention, as well as non-girdling of the trees as they grow. These grates will be taken to salvage, and the funds collected will go towards more gravel on more tree locations going forward
- This fall, we will enlist Evergreen to tackle the needed trimming and general clean up of many of the tree sites in downtown.
- Next spring, we will look at expanding our tree planting/replacement scope outward; we may also be due for another spraying for ash borer

Cheyenne Creative

- This program is completely wrapped up and I am working through final items on the grant with Main Street
- Full narrative on the project and its outcomes will be complete this fall
- The previously mentioned Artist’s Collective were not able to receive the grant that they applied for, and are actively seeking other funding and location ideas

Cheyenne Mural Project

- Work on the Military Mural at the Trophy Creative building has begun and is going quite well
- Local Artists Denise Patton and Karmen Hillshafer will be overseeing the implementation of the work
 - Student and community volunteers will help complete the work alongside the artists
 - The project is very close to being done, with a reveal party tentative for August following CFD

- They could use a few more volunteers this coming weekend to help complete the work—please pass on to anyone you know to be interested

CURB AND GUTTER

- Wally, Alane and Pete have been actively working on how to tackle this project over the next year
- At this stage, we’re planning how best to implement, what partnerships with other known entities can and should look like, and what we can prioritize.
- I will let Wally, et. al. update as they would like at the board meeting

COWBOY TRIANGLE

- Third year running, we have partnered with CFD and others to implement this program
- Our updated map guides of the downtown and surrounding area have gone to the printer and will be delivered to all necessary areas once they are complete

ROCK THE BLOCK

- THIS EVENT WAS A HUGE SUCCESS!!!!
- You’ll receive an attachment at the board meeting that will detail everything from budget, volunteers, attendance numbers and other notable items.
- We knocked it out of the park on this one, and it was a great start to the summer season!

COMMITTEE UPDATES

DESIGN

FIP/CIG Programs:

- For the 2016 FIP program, work on the Atlas has very obviously been underway and will continue in that manner through much of the summer
- St. Mark’s is also on the backend of some of their trim work
- The 2017 program is well underway on the back-end.
 - I’ve met individually with Program Architechct Randy Hafer, who has some exciting thoughts and plans for our two projects this year.
- We did not have any CIG applications for June, and actually cancelled the June Design meeting
- I’m anticipating a few CIG applications for July

ECONOMIC VITALITY

Grocery/co-op Concept

- This project is on hold due to staff time and ability to oversee at this junction. At this point, regardless of staff time, we are seeking a proper location and then will be poised to implement an oversight team of interested community members to help plan and further develop any plans for this concept.
 - Our Economic Vitality Chair and myself have met with the Lincoln Co-Housing project folks, and there is a long-term potential for a plan in this space
 - There is still potential for the Good Year building to be a more downtown-centric site, and the EPA issues on that location are being discussed

Property Database/Business District Update

- The volunteer planning meeting for the Business District Update project will be held on Monday, July 10th. Further updates will be provided on this at the board meeting.

Business Recruitment/Retention

- Economic Vitality committee has put together a really nice draft recruitment/retention package for businesses in the district

- Much of the data that will be collected through the business district update will really aid the content of this packet.

New Businesses in the District

- Lots happening this summer:
 - Endless Christmas
 - Downtown Hub
 - Dad's Café
 - Topper's Pizza
 - The Cheyenne Candy Emporium (coming soon!)
 - Sign on Carey, next door to Bad Ass tattoos stating a coffee shop is coming soon

PROMOTIONS

Ice on the Plaza Ice Rink

- Booking with Kwinkrink has taken place with a deposit of \$5,000.00 down
- As previously stated, we have the option to purchase this rink at the end of our one-month rental period
 - Since I have expressed interest in owning, the rink company would like to send us a brand-new, never used rink for that time
 - I've requested samples be sent to us of the rink material to help make a better educated decision before we fully commit to ownership
- The Promotions committee is working through all of the other logistics planning, from atmosphere and additional events, volunteers, fencing, lighting, etc. We will have 90% of this in place by the end of October

Why Downtown

- A positivity campaign for downtown Cheyenne, expressing why community members live in Cheyenne and love downtown!
- We will be taking head shots of community members to be placed in the windows of businesses and vacant places in downtown. Anyone driving or walking by can see them from the road or sidewalk, and many locals should recognize the faces of their peers.
- The intention of this visual effort is to demonstrate why people love downtown Cheyenne, and why their friends should too.
- Ideally, we would launch just before CFD, but coordination has proved more difficult. Likely, these images will go up just after CFD.

FY18 Sponsorships

- Promotions received a line item of \$8k for single events sponsorships this year
 - They have elected to split the funds, reserving \$6k for 6, \$1k each asks, and leaving the remaining \$2k for 4, \$500.00 small sponsorships throughout the FY.
- Documents have been updated and sent out, and are due back to the committee by July 31st.
- The committee will review and approve grants at the August meeting.