



Cheyenne Downtown Development Authority/Main Street

Board of Directors Meeting Minutes

June 8, 2017

3:00 pm, WBC Becker Board Room

Board:

Wally Erickson

Gabriel Pina

Dave Teubner

~~Will Hardin~~

Dave Ohde

Alane West

Judy Myers

Sam Galeotos

Jeff White, City Council Liaison

Ex-Officio: Linda Heath, Laramie County

Staff: Desirée Brothe, Program Manager, Interim E.D.

Andy Hogan, Marketing and Communications Manager

Guests: Glen Garrett, Blithe McAndrew, Josh Heddam, Pete Laybourn, Dale Steenbergen, James Chilton,

Wally Erickson Called the meeting to order at 3:02.

Wally introduces Judy Myers as the newest board member. Judy then introduces herself and says she is in photography, she went to UW, works in the building above Wyoming Home and is in non-profits.

Wally then states that the consent agenda and minutes is up first and asks for a motion to approve.

Dave Tubener motions to approve and Dave Ohde seconds. Motions passed unopposed.

Program Director report: Desiree stated that the Wyoming Main Street Placemaking training took place and Andy, Morgan Martin and Jeff White attended. Downtown safety is looking good. Higher presence of CPD officers. West Edge Reid Rail Corridor is moving forward, and Civic Center commons is still working with their team.

The alley modernization was to be put to 6th penny and was pulled, we paid AVI to modernize alleys downtown and they compiled the designs.

17th Street lighting will be lit this weekend with a lighting ceremony on Tuesday. Evergreen will be starting on the trees. FIP and CIG are moving along as well. Grocery co-op concept will be meeting with an individual two weeks from now that could fit in nicely.

Cheyenne mural project, military mural is currently going up. 600 w 17th street. Also, Rock the Block is on Saturday June 10th.

Main Street Presentation: Desiree states that both she and Andy have put together a presentation. Desiree states that it was good to be with likeminded individuals. Similar ideas with change and local economics. It was unique to look at larger community engagement. We want to make sure the community matches as a whole. Their advice was to get away from projects that don't match with our broad goals. Economic Vitality is new but should support existing economic base. Org committee should

work with PR. Economic Development offers a solution to connect businesses. Helps businesses develop incubators. The district update will help a lot in the next few months. Knowing directly what our businesses need from us.

Alane asked what we took away from the conference and Desiree stated that the communication was most important. Dave T. offered to help with some of our web stuff. We need to think about what the tourists think as well.

Dale Steenbergen presentation: Dale stated that he is here to talk about the planning process. We have a very limited understanding of statistical analysis of our district. We had organizations and business from our community ask what we needed to do. We have talked about embracing the western idea. One of our goals is to do a statistical analysis with stakeholders of Cheyenne. Steering committee with the DDA included, as well as Joint Powers Board and Chamber of Commerce. What are our competitors doing? We need a very serious look at our workforce profile. This will be a 1 year to 18 months where we use a consultant that keeps engaged. Expecting some of the data to be pulled by late fall. Jeff White asked who is conducting this. Dale stated there are only 3 companies that are qualified to do this. Wally asked for some examples and Dale stated that he doesn't have any with him but will pull some. The long term goal is to find out what we need to be focusing on. Schools have been interested in this and they what to know what's going on with poverty.

Gabe asked if there was 1 plan that he can think of that had good success. And how is this different from the core team?

Dale stated that he is working on a project that will be 150 million dollar project for development in Cheyenne.

Dave O asked if this is an ongoing thing and Dale says it is. Wally suggested that Dale send us some examples.

Curb and Gutter Study: Wally stated that Councilman Laybourn has been pressing this. This started in 2014 and in the end we had less than 50% agree to participate in the program. Dave O stated that there was more like 20% response and it was more expensive. The program was put together and it was very much needed. The economics of the savings fell apart. There was concern about the concrete crews and it just ended up not working. Pete stated that we are looking at the broader picture and making progress and the DDA district is the most concerning. This is crucial to fix before frontier days. Dave T. stated that this is something that should be put to a committee. Andy will schedule a budget discussion.

Judy asked about statistics and charts. If we can see a chart, it is easier to see our flaws. Glenn G. stated that the last 30 years of the DDA has had its ups and downs and we shouldn't discount all 30 years

West Edge: Tom Mason stated that the Reid Rail Corridor is moving forward and there will be a 3 day meeting with consultants on Thursday June 20-22 about architectural instructions and schedule will be sent to Desiree. Dave asked for an update on the Civic center commons. Pete has worked with the consultants and the meeting with FEMA went well. Contamination is good, no issues. After July 1st, applications go to Denver.

Core Update: Desiree stated that there is good opportunity with the UP parking lot. This would work for the Plains, the Hynds, and Grier. Sam asked for a motion for the \$1,750 study. Gabe made a motion, Dave T. second. Dave O. asked who would be involved. Gabe stated that this is a drop in the bucket. Less than \$2K for a useful study. None opposed.

DDF: Will meet at the end of the month and the purpose is to support beautification.

DCBC: Music on the Edge concert on the 18th, music, food trucks, vendors.

Main Street:

Org: Gabe stated that the org committee, with strategic plans, there is no need for org committee to continue and would like to dissolve. We could pull members for special projects. Can reframe at a later time.

Design: SOIS meeting was put on by SHPO and we learned about standards.

E.V. : Awarded Micro Loan for the Downtown Hub, went towards kitchen equipment. Opening next week.

Promotions: Ice Rink committee members looked into new ice rink. Found one on a low budget. Synthetic ice is good. 15K deposit. Total comes to 29K. We can purchase it for 14.5k extra. We have left over money from last year. Gabe motions to approve for 15k deposit, Alane second. Motion passes unopposed.

Gabe stated that this is a huge benefit for downtown. Judy asked what businesses benefitted. Gabe stated that it was the businesses adjacent to the depot.

Gabe's last meeting, board gives thanks.

Meeting adjourned at 4:51.