



## DDA/Main Street

Board Update

June, 2017

Desirée Brothe

Program Director/Interim Executive Director

### GENERAL BOARD INFORMATION

- The City released their proposed working budget on Friday, May 5<sup>th</sup>, 2017
  - We have been allotted a flat \$329,000.00 for FY18
  - This is down \$121,000.00 from FY17's allotment
  - Previous special board meeting to discuss this budget was cancelled, due to lack of quorum; please be prepared to discuss at the June meeting

### EXECUTIVE DIRECTOR SEARCH

- Initial phone conversations were held at the end of April with two potential candidates. No steps forward have been taken thus far

### WYOMING MAIN STREET

- Wyoming Main participated in a "Project for Public Spaces" Placemaking opportunity in Douglas, WY in mid-May.
  - Andy, Morgan Martin (from Design Committee and Historic Preservation Board) and Jeff White attended representing Cheyenne
  - The emphasis of this training is on efforts for "lighter, quicker, cheaper" projects that help to quickly focus and work through specific challenges of downtown revitalization
  - I will defer to one of the three attendees for any board member questions as I was out of the office at that time.
- The National Main Street Conference and Wyoming Best Practices tour was from April 27<sup>th</sup>- May 4<sup>th</sup>; Desiree and Andy will have a brief presentation, as time allows, on our findings/experiences from the conference
- Technical Assistance (TA) Grant Funding application—we have been conditionally approved on our funding request to work with local and National Main Street on survey and implementation of the Transformation Strategies. This is conditional as the Wyo. Main Street board is interested in having our potential director be cohesive to this process.

### CORE TEAM

- The team met on May 16<sup>th</sup> and worked through a few items on the ongoing CORE plan
  - Eric Fountain has become the City Liaison to the team
  - Initial conversations regarding the UP lot are underway
  - We are near completion with the Alley Modernization schematics; draft 1 is undergoing updates
- 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

- The MPO Strategic Parking plan has been acknowledged by Council.
  - I am working closely with the City and CPD on how ongoing parking management is to operate

- This may include a partnership with the City and CPD in the near future in terms of downtown parking operations

#### DOWNTOWN SAFETY

- NO JUNE UPDATES FOLLOWING EARLY MAY:
- Sargent Bower stopped into the office the morning of May 8<sup>th</sup>
  - More bike/horse patrols will commence as the weather warms
  - He is seeing a lot of activity surrounding the Pioneer hotel, and they are diligently cracking down on this
  - He stressed the need to have business /property owners and downtown visitors to call if they see anything out of place or anyone who appears suspicious
  - Bus drivers have changed and are overseeing the procedure for the bathrooms and stairwells in the parking garage
  - Most downtown issues relate to aggressive panhandling; some mental issues as opposed to intoxication
  - We (staff) will keep in regular communication with the Sgt.'s , and are working on communication of this information to the public on a regular basis

#### WEST EDGE

- Civic Center Commons project is moving forward with the Oversight Team
- The Reed Rail Corridor, recently passed through 6<sup>th</sup> penny efforts, will see the summer planning session on June 21<sup>st</sup>. More information to come as the meeting is fully set.
- Staff has a role in planning the 2017 Edge Fest

#### 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

#### PROPERTY DATABASE

- As mentioned, staff and volunteers will be undertaking an update to the entire downtown Business/Property database this summer. It has been roughly five years since this was last completed, and it will be an undertaking:
  - There are anywhere from 500-600 businesses in the district; volunteers/staff will go block-by-block, business-by-business to gather information and data
  - We will start this process following Rock the Block, in mid-June, to be complete by roughly CFD

#### BUSINESS RECRUITMENT/RETENTION

- The ER (now to be known as Economic Vitality) committee is working on finalizing the recruitment plan concepts

#### 17<sup>TH</sup> STREET LIGHTING

- Lighting ceremony planning is underway; more of an update will be provided at the board meeting, as I will have more information that day

#### DOWNTOWN TREES

- Evergreen Tree Care should be starting their tree work in the next week or so
- Councilman Laybourn is looking into creation of specific tree ordinances for downtown

#### FIP/CIG PROGRAMS

- SOIS meeting took place on May 24<sup>th</sup>
- Our program applicants are down to two, due to a property owner change as well as another owner focusing on other projects this year

- The program architect for the 2017 program year is High Plains architects

#### GROCERY/CO-OP CONCEPT

- Myself and a couple others from ER/EV will be meeting with potential prospects for this project in two weeks; more to come following that

#### CHEYENNE CREATIVE

- All has been wrapped up at that space
- I am finalizing our grant documents with Wyoming Main Street
- Fully narrative on the project and its outcomes will be complete by August, 2017

#### 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

#### ICE ON THE PLAZA ICE RINK

- The committee is looking at booking the Ice rink with a company called Kwinkrink
- Awaiting board direction to continue forward to booking the rink

#### ROCK THE BLOCK

- We are finally here! The event is less than a week away and we are all squared away and ready to have the event!
- Please come out to support and enjoy some great music this Saturday from 5-11 pm!
- HUGE thanks to the committee for their hard work in pulling this off; we could not do it without them!