



Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting– Thursday, March 10th, 2016
3:00 pm, Becker Board Room, Wyoming Business Council

Board: Hans Seitz, *President*

Dr. Mark Rinne, *Vice President*

~~Wally Erickson, *Treasurer*~~

Dave Ohde, *Secretary*

Gabriel Pina

Buck Holmes

~~Dave Tuebner~~

Charlotte Powers

Alane West

~~Will Hardin~~

Staff:

Amy Surdam, *Executive Director*

Ginny Olson, *Administrative Assistant*

Desirée Brothe, *Program Manager*

Guests:

Richard Johnson; Greg Smith; Becky Orr; Glenn Garrett; Sam Weinstein; Gene_____

Dr. Rinne called the meeting to order at 3:02 pm. At this time, five members were present, indicating a quorum.

Consent Agenda

Dr. Rinne called for a motion on the Consent Agenda. Mr. Ohde moved to approve the consent agenda as it stands, including Payables in the amount of \$14,597.97; \$0 in Transfers; and \$12,000.00 to Payroll. Mr. Pina seconded the motion and it carried unopposed.

Historic Preservation--Gene Palen

Gene was available to speak on behalf of the HPB, as Megan couldn't make the new Board meeting time. Mr. Palen reported that they will soon be starting on the Helen Warren Resthouse restoration. The Resthouse is currently in Holiday Park and was one of the first things that William Dubois designed for City of Cheyenne. In Regards to the Airport Fountain, the HPB is working with other organizations for funding for reconditioning.

DDF—Alane West

Ms. West reported that the Foundation came together on February 24th, but no action was taken. They are looking to meet the first week of April and she requested that if anyone has anything to discuss, that they please submit by March 24th.

DCBC—Gabriel Pina

Mr. Pina reported that the DCBC is at about 30 members so far, and growing. They have tripled their numbers from their inception. They recently performed a ribbon cutting for The Plains Hotel's Grand Opening. The March mixer event at I.Qlinary was also featured on CBS 5. They are planning their seminar for late March or early April on marketing. Details will be announced shortly.

Org Committee—Gabriel Pina

Mr. Pina reported that the Org. Committee is working on the Block Ambassador program. They have reached out to about two-thirds of the people slated for the program and are receiving great feedback, with 95% having said yes. This program will look to kick off in early April.

Design Committee—David Ohde

The committee recently approved two CIG applications, one from Signature Speed and Cycle for awning work off Lincolnway, in the amount of \$964.25. The next CIG went to Paramount Café in the amount of \$4370.96 for work on their marquee and awning. The committee is also in the process of finalizing the FIP program revisions/updates. They will have these ready for Board approval at the April meeting.

Promotions Committee—Charlotte Powers

The committee is now down to seven members. They have been working through the sponsorship applications, having received eight in total, and are waiting until the April meeting to present committee recommendations to the Board. They are planning a supplemental meeting at the end of the month to look at some items they did not get to at the regularly scheduled meeting.

Economic Restructuring—Sam Weinstein

Mr. Weinstein reported that members of the committee have worked through the first rough draft of the Micro lending program and the Lease Assistance grant program. He is hoping to have these finalized for the April Board meeting. Once these are complete, the committee will also start working on the Co-op Project.

Other new Business

Ms. Surdam stated that she had four items to discuss:

1. Board orientation—she has generated this to replace the big binder that Board members had in the past. This will be the new tool for new Board members and will go over what it means to be on the board, the organization's purposes, funding, strategic goals, policies, etc. She hopes that this makes the information more concise. She intends to keep this current and updated. In particular, there is a section for Policies and Procedures on pages 12-13. The Amended Bylaws from October of 2015, which state that all Board members and Board employees sign a Conflict of Interest Acknowledgment. Ms. Surdam recommends that we either do this at the present meeting, or at the annual meeting in July.
2. Downtown Core plan updates:
 - a. Light it up—bulbs have been replaced throughout the Depot Plaza. They have located some switches which are in the basement in the electrical vault of the depot. Lights in the tower of the Depot are still being worked on. Ginny has inventoried sixteen lights that were out as well. The correct people have been notified and those lights are now being changed.
 - b. Build it up—The Carey building has been condemned. At this point, the owner has thirty days to repair windows and the flap on the south side of the building. This is a good move towards changing the culture generate a less enabling climate. The group have developed meetings with Astrid of the Plains. They are pooling heads, ideas, resources,

and have gone to Ft. Collins to discuss the process with the splash pads and the alley clean up. The Ft. Collins alleys have really changed how the downtown is used, and is a great resource. Finally, they are looking into pricing for both the splash pad and the ice rink.

3. 17th street grant—Ms. Surdam is looking to apply for a grant for the project to help increase the amount of funds to put towards the project. She is looking critically at what we can do with the \$600,000 that has been collected from the sales tax, and what we could do in addition if we apply for the WBC grant.
4. Shared Artist Workspace— We have been awarded a grant from the Wyoming Arts Council in the amount of \$10,000.00 for this program specifically. She found out an hour prior to this Board meeting! Our match is in in-kind contribution from staff time and programming; work with Bill Lindstrom and with other consultants. Therefore, no cash match is needed; simply a labor match. She has another grant with WBC pending and they come together on March 22nd to decide. At this time, she would like to know if the Board would like to move forward with this program once we know about the WBC grant. She needs to know if we are to go into discussion at this Board meeting, or a work session, or wait until the April Board meeting.

Discussion ensued amongst the Board members. Mr. Pina stated that he feels this falls in line with our current Strategic Plan and he would like to move forward. Ms. Powers asked what the next steps are for the program to take shape. Ms. Surdam stated that we need to look at securing a leasable space for the next year, and that we are beholden to the timeline we dictated in the program plan. Mr. Pina asked how many square footage we are looking at, to which Ms. Brothe replied that we are looking for at least 1,000 sq. ft. Mr. Ohde asked if we get the WBC grant, if we are able to better ensure the program. The reply is yes.

Essentially, Ms. Surdam is requesting that the Board state whether or not they are interested in pursuing this project at this level. She is not requiring action, but guidance. Mr. Ohde commented that they've stated support in the past, to which Ms. Surdam replied that there were some differing opinions, but that it is good to have continual conversation. Dr. Rinne asked when it is appropriate to have the feedback that is needed. The answer is as soon as possible. **Ms. West made a motion to allow staff to have permission to proceed in seeking out the right space for the project. Mr. Pina seconded the motion.** Discussion continued. Mr. Ohde clarified that the staff would be creating a list of spaces, but no negotiation of leases. Ms. Surdam stated that she would be more comfortable presenting on one space rather than multiple. Mr. Seitz asked if we would be seeking a one-year lease, or if we should look at funding for two-three years? Ms. Surdam commented that this is presented as a one-year pilot program in order to study and test the market. This is a data collecting and measuring tool for the need and usage of such a space.

Ms. Powers asked if it would be appropriate for the executive committee to come together at the time a space is found in order to allow the process to move in the speed that it may need to move in. Dr. Rinne commented that this could be a solution if the Board is amendable. Ms. Powers then commented that the motion as it currently stands is only authorizing Ms. Surdam to go so far in the decision making process. She then asked if Ms. Surdam would foresee a time-crunch in the process of securing a lease. Ms. Surdam and Ms. Brothe that the majority of this process and program is dependent on the space secured, including the acquisition of the space and if anyone else is looking at it. Mr. Pina commented that he agreed with Ms. Powers and more leeway needed to be granted to Ms. Surdam and Ms. Brothe to proceed on needed

decisions. At this time, Ms. West amended her original motion to state that that **the Board would empower the executive committee to authorize the Executive Director to enter into a leas, subject to the receipt of the WBC grant.** Mr. Pina seconded this motion. Dr. Rinne asked for further discussion; finding none, the motion carried unopposed.

At this time, Dr. Rinne asked if it could be noted that President Seitz joined the Board meeting at 3:18 pm.

Mr. Seitz called for any other new business. Mr. Holmes stated that the County had been addressing the recent sales tax income decrease in the last month. Mr. Seitz explained that this pertains to us as DDA/Main Street in regard to our recent budget submission to the Mayor. At this time, we are still waiting to hear on what we will receive for the next fiscal year. Mr. Holmes commented that many Commissioners have lobbied in support of the DDA/Main Street and a thank you letter should be sent. Ms. Surdam commented that one would be.

Mr. Johnson stated that he is working through City ordinances in regard to pool halls and minors being allowed to be present. At this time, Plush Cue on Pioneer may be in the news as they support both mixed minor's and junior's leagues. They may see more business in the evening as they are open later.

Ms. Surdam concluded by stating that we are planning a kick-off event on April 2nd for the ReRide program. We are utilizing a music show already slated for that evening at Ernie November, and encouraging participants to come downtown, participate in the ride, and eat at restaurants listed as stops on the ride. At the time of the event, we will have roughly 40 bikes available.

The meeting was adjourned at 3:45 pm.