

**Cheyenne Downtown Development Authority/Main Street  
Board of Directors Meeting– Thursday, December 10<sup>th</sup>, 2015  
7:00 A.M., 2<sup>nd</sup> Floor Asher-Wyoming Arts Center**

**Call to order:** Hans Seitz, *President*

~~Dick O'Gara, *Vice President*~~

~~Wally Erickson, *Treasurer*~~

Dave Ohde, *Secretary*

Buck Holmes

Dave Tuebner

Charlotte Powers

~~Alane West~~

Dr. Mark Rinne

**Staff:**

Amy Surdam, *Executive Director*

Ginny Olsen, *Administrative Assistant*

Desirée Brothe, *Program Manager*

**Guests:**

Richard Johnson; Greg Smith; Gabe Pina; Becky Orr; Glenn Garrett; Megin Rux; Shelby LaCroix; Pete Leybourn; Boyd Wiggam

**Consent Agenda**

President Seitz called the meeting to order at 7:03 am. He opened up discussion for the Consent Agenda. Mr. Garret rose to state that he was unable to be present at the November meeting, but had prepared a letter prior to that meeting the he noticed was not included with the November minutes. He requested that the letter be included with the December minutes (please see attached). He also stated that he stood by his original estimates, and that he would like to have follow up on the final costs of the window project at the Mid-Mod Building when they are available. Mr. Seitz pointed out that no payment would be come out of the December payables.

At this time, Mr. Ohde moved to accept the consent agenda as it stands, including payables in the amount of \$19728.20, and transfers of \$22,000.00 to Operating and \$12,000.00 to Payroll. Dr. Rinne seconded the motion and it carried.

**Historic Preservation Board—*Megin Rux***

Ms. Rux was available to report for the HPB board. Their request for a grant for the Downtown District update on the Historic Registry was approved. RFQ's and RFP's will go out shortly to move towards completing the work. Recently, the Cook Jones award was awarded to the En Avant Dance studio at a beautiful ceremony. Finally, she mentioned that the current Demolition Ordinance changes were undergoing their second reading at City Council and that the process was going smoothly.

Mr. Seitz spoke up to state that Ms. West has decided to no longer act as liaison between the two boards, leaving the position open for another Board member to take. Ms. Rux stated that the liaison would need to simply be present at meetings to keep lines of communication going. Mr. Tuebner volunteered to be the new DDA/Main Street Board member representative at the Historic Preservation Board meetings, which take place on the second Tuesday of every month at 6 pm.

**Downtown Development Foundation—*Alane West (unable to be present)***

The DDF did not meet. There are no updates.

**Downtown Cheyenne Business Co-Op (DCBC)—*Gabriel Pina***

Mr. Pina reported on the newly formed Downtown Cheyenne Business Co-Op (DCBC). This group aims to focus on the networking and promoting of small businesses, helping them to get to the next level. At the next meeting on Friday, December 11<sup>th</sup>, they will vote in their final officers and create committee heads for Memberships, Events, and Marketing. In terms of working with the DDA/Main Street, Mr. Pina hopes to build strong partnerships with the DDA and to have both entities utilize each other as a resource.

For events, they have hosted a very successful business mixer at the Eclectic Elephant, and are looking forward to the next one that will take place on December 15<sup>th</sup>, 2015 at T&R Sportscards, Gaming, and More.

**Design Committee—*Dave Ohde***

Mr. Ohde reported on recent happenings with the Design committee. There were no previous action items on the agenda. The committee has received three planter RFP's and will be reviewing them at the next meeting on December 16<sup>th</sup>. The committee has also been working to update the committee policies and procedures, the CIG policies and procedures, as well as the FIP timeline. The committee does have one vacant seat open and will be taking nominations for this position. James Fuller from the HPB board has stepped off the committee, leaving an opening for another HPB representative. Ms. Rux stood to state that the HPB Board is recommending Morgan Martin for the position.

**Promotions Committee—*Desiree Brothe/Charlotte Powers***

Ms. Brothe reported that the committee has recently come together and set the committee chair, vice chair, secretary and treasurer. Committee chair has gone to Charlotte Powers, and Ms. Brothe turned the floor over to her to report on current committee happenings.

Ms. Powers reported that the committee will come together for the January meeting to look at previous projects and sponsorships that the committee has worked on and approved, and critically reviewing those and how they meet the needs of Downtown Cheyenne. Also, she would like to look at how the committee can support new events that may come into play over the next year.

**Economic Restructuring—*Tara Nethercott (unable to be present)***

The ER committee did not meet in November. There are no updates.

**Organization Committee—*Shelby LaCroix***

Ms. LaCroix reported that the Org. committee is continually planning and working on the upcoming Block Ambassador program. They have elected not to meet in December due to too many conflicts with scheduling and the holidays, and will be coming back together in January to look at the strategic plan and how they can best work towards their given goals.

**Strategic Plan—*Amy Surdam***

Ms. Surdam presented her compilation of the strategic plan, including a visual layout of all the objectives. She also offered several "big questions" and proposed answers/solutions to those. Ms. Surdam extended the plan to cover the next year and half, to account for the difference in fiscal and calendar year. The plan was opened up for discussion. Mr. Johnson asked if it would be available on the webpage, to which the response was yes, after the Board's final approval. Mr. Garret asked if 800K was the actual budgeted amount that the DDA receives, and the response was yes, a little less than that. Mr. Seitz asked what the Board's thoughts were on the plan and the next procedure with it. Mr. Tuebner offered that the intention was to have it then taken to the committees for their thoughts, then it could

come back to the board for a more formal approval. This was agreed upon. The plan will come back to the board in January with committee weigh-in offered.

New Business:

Mr. Leybourn stood to discuss his discontent at the amount of holiday decorations that were placed up around downtown and inquired as to why there were not more. Mr. Johnson rose to speak on the matter as he had followed up on a conversation that he and Mr. Leybourn had had previously and had taken the issue to Bob Bradshaw. Mr. Bradshaw had answered that the date that Clean and Safe had begun the decorating was the same date that the man who attacked the public buses and screamed about Al-Qaeda had happened. Mr. Bradshaw sent Clean and Safe out of the area for their safety. He also quoted light pollution as further reasoning as to why more had not been placed up.

Mr. Leybourn stated that “what we have here is a failure to communicate,” and requested that the DDA/Main Street Board reach out to the City to have the issue fixed. In particular, he would like to see that the Plaza and the Parking Structure be more festively lit. In the end, it was decided that multiple parties would reach out to Mr. Bradshaw and Clean and Safe to have more lights placed, but that volunteers should not approach the issue due to liability and insurance issues. Ms. Olson did state that she would like to commend Mr. Leybourn for his efforts on lighting the Atlas Theatre and other areas downtown.

The meeting was adjourned at 8:04 am.