



**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting**

Thursday, March 8th, 2018

3:00 pm, Cheyenne Depot, 2nd floor conference room

The meeting was called to order at 3:03 pm.

Present: David Ohde, Vice President Jonathan Savelle
Alane West, Secretary Del Lummis
Dave Tuebner, Treasurer Bruce Heimbuck
Jeff White, City Council Representative

Absent: Steve Borin, Linda Heath (Ex-Officio Laramie Co.), Robert Briggs, (Ex-Officio, city of Cheyenne Planning & Development)

Staff Present: Vicki Dugger, Desirée Brothe, Esther O. Gonzales, Fatma Inal-Falls

Guests: Tom Mason, Glen Garrett, David Pope, Amy Mahoney, FM Farris, Byron Mathews, Darren Rudloff, C.J. Young, Kevin Malatesta, Heather Tupper

1. Minutes: The Minutes of the February meeting were approved by an affirmative vote of the board.
2. Treasurer's Report: David Pope and Amy Mahoney, of DAPCPA, were on hand to outline the updated format for the financials that will include the following new P&L categories: City Contract, Mill Levy and Unassigned. David & Amy explained they would have the same information updated for the reserve balance by the next board meeting. Desiree also explained that DDA is also in the process of "collapsing" under-utilized accounts, making it unnecessary to make monthly payroll transfers. The March financials were approved by an affirmative vote of the board.
3. Vice-President's Report: Dave Ohde provided the board with an update on Sam Galetos' resignation, effective immediately. The executive board will meet prior to the next board meeting to come up with a strategy for moving forward; with the goal of the election of a new President at the April 2018 meeting.
4. Director's Update (by Desirée Brothe & Vicki Dugger): The Strategic Plan was approved at the February board meeting and will now be reviewed and worked on by staff and committees. Desiree will try and have committee workplans for board adoption at the April board meeting.

Desiree reminded the board that DDA staff will be out of the office for the National Main Street Conference from March 22 to March 28. Cameron Karajanis will be covering the office from 8-10:45 am during staff absence.

Darren Rudolph, from Visit Cheyenne, provided an update to the board regarding the proposed water feature for the plaza and the City's approval for \$250k in funding that must be matched by

private fundraising. He also updated the board on organizing efforts to begin the private fundraising effort.

Parking: Vicki, Esther and Cameron Karajanis met with the Police Department and Chief Kozak regarding CPD taking over the issuance of parking permits and stricter on-street enforcement. All parking will be \$45.00 per month and DDA will no longer be issuing parking permits. They will now only be available at the Public Safety Department and issued by Ted Miazga, the newly appointed parking coordinator. A new focus on parking enforcement will begin March 12 and parking tickets will be \$30.00. Officer Malatesta also announced the city expects to have the new automated license plate reader in place by August.

Downtown Toolkits & Mapping: initial discussions with the City have begun on the Developers' Toolkit. The City wants to take the lead on this project; then hand it off to DDA. In addition to the Developers' Toolkit, Vicki saw the need for a Small Business Toolkit and has begun collecting templates. Vicki also met with the City's GIS specialist and got maps of the DDA district so that mapping by use can now take place.

Rock the Block: Planning is in full swing for this popular downtown event. The bands have been selected and other details are being worked on. The event date is set for Saturday, June 23rd, from 5-10 pm.

Re-Ride bike share program will begin on April 1. Desiree has been in contact with Rock on Wheels on managing the program for the summer.

17th Street Completion: Vicki discussed this project, stating that Sam Galeotos had spoken with the Mayor and that she feels the City should be responsible for taking the lead on this project. Before his resignation, Sam said that he would reach out to Mayor Orr again to try and get a better "take" on what kind of priority the City will give this project.

Memorial Day Event: Esther is taking the lead on putting together a Memorial Day Remembrance service for Monday, May 28th in downtown (17th Street). Bruce Heimback is assisting with this project. She is meeting with representatives from local veterans' and military groups. Details will be forthcoming.

CFD & Downtown: a meeting was held with Tom Hirsig, CEO of CFD, to discuss the Cowboy Triangle (specifically the downtown leg) and DDA's proposal to create a new event during CFD to help bring people downtown. Attendees at this meeting included Bruce Heimback, Vicki and Esther. DDA is currently in the beginning stages of working with CFD and Cowgirls of the West to host an event during Frontier Days on Thursday, July 26th. The concept of an "Old School Country" event would be fun and could include: cowboy poetry, traditional country music, old time fiddling, yodeling contests, and demonstration square dancing, etc.

Halloween Kids' Event: Esther and Bruce Heimback will be working on a "Trunk or Treat" downtown trick or treating event for kids that will also include local classic car clubs taking part. More details to come.

Downtown Business Update: new businesses that have opened recently include Provisions Wine and Spirits and Cheyenne Brazilian Jiu Jitsu, The T.R.I.B.E. Zoo has expanded operations and moved to

the former Loft Comics and Collectibles. West Edge Collective also just broke ground on a new development in the West Edge. The Tivoli has been leased and an announcement should be made soon on the new tenant. Chronicles Distilling is pushing their opening date to summer. City News and Meadowlark Yarns are closing.

5. Standing Committee & Supporting Organization Reports

West Edge: Dave Tuebner provided an update that included the March 5th unanimous approval by the City Planning Commission to recommend the Reed Avenue Rail Corrido Plan to the Governing Body (City Council). It will now be important for DDA to help rally attendees to the Council meeting where this project will be considered. Dave also updated the board about the committee that is being formed to help advocate for, and shepherd, the redevelopment of the West Edge. It was also noted that the Civic Commons project will be breaking ground soon. The speaker for the next committee meeting will be Robert Briggs from the City.

Historic Preservation: C.J. Young, from the Cheyenne Historic Preservation Board, provided an update on possible workshops in Cheyenne for historic properties as part of Historic Preservation Month (May).

Downtown Development Foundation: Alane West- no report

Laramie County Commissioner's Report: Linda Heath was absent; no report.

6. Main Street Committee Updates

Design Committee: Brian Beadles was not present. Alane West announced that The Atlas has made their final color selections which will be revealed in April; other items were covered in the Directors' Report. The 2018 FIP program has launched with 5 pre-applicants recently advanced to the final application stage. All projects will be ready for board review and approval at the May board meeting.

Economic Vitality: this committee has reviewed their workplan and will set a joint meeting with the Promotions Committee to strategize on projects that both committees have in common.

Promotions Committee: this committee has all new members, save two, and they have been busy getting ready for events and the new strategic plan. A sponsorship application was submitted for a Bollywood movie night. Committee members who were present voiced their approval for a \$500 sponsorship grant and will reach out to the other members who were not present for their vote. The Promotions Committee will have a joint meeting with the Economic Vitality Committee (see paragraph, above).

7. New Business

17th Street: Alane provided an overview of the importance of pushing forward on the 17th Street project and pitched the idea of DDA "taking on" (paying for) the next step planning to take the conceptual plan (at 30%) to biddable plans that include specs and construction management. Esther also discussed the detail of purchasing new planters for 17th Street that included contracting with Vaughn concrete for a new planter design, with a price of \$560/each for 10+. Through discussion,

the board decided that the planter project needed further discussion before any actions were taken. Dave Teubner stated that until the board has a handle on how the reserve funds are allocated (see Section 2, Treasurer's Report), he does not feel good about the board voting to approve funding for either project, additional planning or the planters. Discussion ensued regarding this point and there was general agreement that the board needs to have this detailed information before moving ahead. Alane also stated that there is funding available, through the Downtown Development Foundation, in the amount of \$5,000. *Amendment approved at 4/19/18 Board meeting: The 17th Street committee will continue on with its advocacy and work.*

Timely Information to the Board: Alane requested that the monthly Board Minutes be completed within five days of the board meeting. Dave Ohde also suggested that the board packet needs to be sent out the Monday prior to the board meeting. He also stated that it has always been late, and the correct procedure is to have it in the hands of the board members early so they have time to review it and be well-informed before coming to the meeting. Vicki concurs that this is important on both counts and that it will be done. Dave called for a motion for the board meeting minutes to be complete within five days. Motion is seconded and passed unanimously.

8. Adjournment: Dave Ohde called the meeting adjourned at 4:10 pm.
9. Next DDA/Main Street Board of Directors Meeting: Thursday April 19th, 2018, 3:00 p.m. in the 2nd floor board room at the Cheyenne Depot.