CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

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Cheyenne Downtown Development Authority
Meeting Minutes
Thursday, April 17, 2025
Council Chambers, City of Cheyenne Municipal Building
2101 O'Neil Avenue, Cheyenne, WY 82001

II. Roll Call: Members Present: Scott Roybal, Wendy Volk, Danica Mrozinsky, Brian Bau, Dave Teubner, Janelle Rose, Linda Heath (Ex Officio)

Members Absent: Jamie Winters, Lorrell Bellotti, Amber Nuse

Staff Present: Sophia Maes, DDA Administrator; Irene Parsons, DDA; Miya Debusk, DDA

Members of the Public Present: Glen Garrett; Corey Loghry, Amber Ash (City), Paul Bellotti (City), Jennifer McClelland (phone in)

III. Disclosures/Conflicts of Interest: None

IV. Approval of the Minutes

Motion to approve Minutes for March 20, 2025, as presented was made by Volk, second by Rose. Motion passed unanimously.

Old Business

Item A. Adoption of FY26 Budget with Amendments

Sophia Maes, DDA Administrator: The DDA Budget has to have legal notice prior to Board approval. Legal notice was printed on April 9, 2025. Two line-items were amended from the March Board meeting. They include line-item 704 Communications added at $10,000; and line item 720 Sponsorship increased by $10,000 to $45,000. Volk moved to withdraw the motion from the March Board meeting; Bau seconded the motion, passed. Move to adopt the FY2026 Budget with Amendments, seconded by Bau.

Public Comment from Glen Garrett: Request for the board to consider the DDA earmark $30,000 for improvements for the Spiker Garage, to add a restroom to the old CTP office, which is vacant. It has been discussed as a possible location for the DDA to have offices back on the street, rather than in the City building. The offices will need to be cleaned up and a restroom added. Also, with another $10,000 the awnings outside could be changed out, to create a visible improvement to that corner, and remount the aluminum sign that was on the DDA office on 17 St. He believes this would provide for easier access to DDA staff, rather than in the City building, and it would provide a presence in the Spiker Garage.

Roybal: Vote on the budget then open up the floor; vote passed unanimously

Public comment from Amber Ash, Chief of Staff for the City: the issue of moving the DDA to the CTP offices was brought to the attention of the Mayor. They reviewed the office, and a 4" line would be needed that would replace the existing 2" line used only for a kitchenette. The City side has started exploring this option, the Mayor is open to consider it. Ash also discussed the issue of downtown striping and information from

April 9 meeting. Mark Madsen, WHSmith Civil Engineering firm is working on the design for the striping; it is not a plan, it is a design of how the striping will fit, ADA locations, diagonal parking vs parallel parking. The City does not have a CAD design of downtown, so they are working with Joe Fisher with the City to use Eagle Eye program, to convert from lined drawing to CAD drawing, which is a cost of $49,500. If the conversion to CAD cannot occur, this will require an additional $24,200 for detailed surveying. Intention is to move forward, and the Mayor's office would like it if the DDA would participate in that design phase.

Teubner: Regarding the space for the DDA office, he appreciates the comments, the space may be viable. The discussion should be later with the MOU discussion, and a lot has to be sorted through about the timing of moving the DDA, staffing and the cost to benefit analysis. He also agrees with the comments about the Board meeting space, and that could also be discussed at the time of the MOU.

Rose: Clarification question to Glen Garrett. The DDA staff is currently paid by the City and the DDA has no rent cost. As they move forward through the work session, is he suggesting that space because it is still City property and would not require rent, so a balance between keeping the staff housed under the City, but located downtown?

Garrett: There is a balance between having the benefits of the staff being under the City, but also being located downtown where he feels it's more accessible. Agrees with the idea that it must be further discussed. He also responded to comments by Ash, about the plans for improvement of the office at the parking garage. Contacted Water Dept about the issues of 2" pipe. BOPU advised they have record that it is a 10" sewer line to a 4" line to the property line; he isn't sure why it would be switched to 2" to the office.

Volk: She noted what they may be overlooking is the economies of scales they have achieved through their alliance with the City, and the expectation of the DDA from its beginnings was to be mandated by state statute, and following state statute closely; would need to have line items for HR, legal, accounting, utilities, rent, professional services, 2 person office, space for meetings, recorded, public notices, all of this burden caused a destabilization of the DDA and high turnover of staff, Board members. Tremendous economies of scale and stabilization since the transition to the City. It helps with implementation of the Plan of Development, and the DDA needs to be closely aligned for economies of scale.

Rose: She appreciates comments by Volk, and she thinks the suggestion is to keep most logistics with the City, but to consider the office space. She thinks it should be considered.

Mrozinsky: She likes the idea of the office being easily accessible and visible space, should explore the idea. Any budget amendments can be made after further discussion.

VI. New Business

Item VI-A. Financial Report – City Treasurer Robin Lockman

Maes presented the Financial Report summary. She asked if any Board members had questions about the financial report and CIG updates. No questions from Board members. Volk motioned to approve the Financial Report as presented; seconded by Rose. Vote passed unanimously.

Item VI-B. 2025 Planter Program

Parsons presented the background of the Planter Program, as well as what staff has done so far in preparing for the 2025 planter program. Request the Board decide how they want to move forward with the program. Parsons reached out to about 8 contractors to discuss options: providing plants and planting, watering or provide all services, or purchase plants and do volunteer planting. Waiting to follow up with email once the Board identifies what they would like to request.

Bau: He prefers the DDA contract out all services

Teubner: He agrees to have a contract for the services; be considerate of the right budget to do it right and make downtown look good; liability associated with volunteers doing the work. Cheyenne's downtown deserves excellence in service

Mrozinsky: Clarify that Brian meant to have only one vendor do it all or have all services contracted out, which he confirmed is what he meant. She would support an "a la carte" option as viable.
Parsons: In conversations with contractors, she has found it will be difficult to find one contractor to do all the services professionally. Some of the contractors are interested in doing part of the program, but not all of it, may likely have to more forward that direction.
Roybal: Confirming this is an actionable item? Parsons confirmed yes, to know how to move forward.
Volk: Moved that the Board move forward with the proposal to contract out all the services; Bau seconded; motion carried.
Mrozinsky: Amended the motion to include the "a la carte" option in the contract services, Volk seconded; amendment passed

Item VI-C. Screen on the Green Events:

Parsons: Last year's event was a big success. At that time, the Board discussed doing two events for the summer of 2025, one at the beginning of the summer and one to wind down the summer. The cost for each event is approximately $2850, based on what the DDA paid for the 2024 event, so could potentially be a little more. Staff has already had conversations with the company for the audio/visual services, and they have tentatively penciled us in, because it was a successful event for them as well. The event in August would be a partnership with the Wyoming Aviation Heritage League, to help them celebrate their National Aviation Heritage Day, which is August 19. Or that event could be scheduled for August 21 following the DDA Board meeting. We will show the movie Planes for that event. Asking the Board for approval of the dates and how many events the Board wishes to do in the summer of 2025.
Teubner: Confirm if this event is budgeted or not.
Parsons: These events were considered in the budget line item for Community Events. Both events were budgeted for.
Roybal: Question to the Board if they want to do one event or two events
Teubner: He supports what they set out to do with the budget, sounds like a great event that activates the park
Rose: She really likes the partnership with the Wyoming Aviation Heritage League, and perhaps the DDA can engage more military families with that theme in August. She prefers the Tuesday August 19 day, because school starts the following week, and open houses may be happening on the Thursday night.
Bau: Very successful last year and a really exciting time and great community event. Favors both dates, one on Thursday, the other one on Tuesday. Marketing the event and getting the word out.
Parsons: To Board member Bau, staff will be hitting him up again for support of the ice cream wagon for these events!
Teubner: Add some thought to strategy for these two events, to encourage people to go downtown prior to the movie event, to eat or visit retailers.
Mrozinsky: The last event, a good outreach effort was made to local restaurants to list any promotions or specials they were offering at that time. She likes the idea of having giveaways to draw people into the businesses.
Parsons: Staff plans to reach out to downtown establishments for "Dinners to go", because that was a hit last summer. We can incorporate these other ideas as well.
Maes: These ideas can be further discussed in the work session, through the sub-committee for Promotions and Events
Roybal: Mrozinsky moved to approve hosting two Screen on the Green events for summer of 2025; Volk seconded the motion; motion passed unanimously.

Item VI-D. Micromobility RFP

Maes: She summarized the memo regarding the Micromobility RFP. The City Council is considering an ordinance to revamp the dockless vehicle regulations and moving toward a single provider. Currently it is open to any vendor, and the City is interested in having a single vendor and more regulation with that. In support of micromobility with the Plan of Development, the DDA has created the draft for that micromobility RFP, and this is informing the DDA Board that is happening.

Roybal: Any discussion with TJ Barttelbort?

Maes: Yes, she met with him and has sent a draft to him as well as Charles Bloom to review.

Mrozinsky: How does moving to a single provider help to regulate this? Couldn't the City put regulations in place that apply to all vendors?

Maes: Having a single vendor and proposals having the City select that single vendor, they are looking at specific things the vendor would bring to the table. Things such as a maintenance plan, management plan, community outreach and marketing, this would be less about regulation and more about the opportunity for a single vendor to get more of the market command. Discussions with larger cities who have these suggests the size of Cheyenne supports having a single vendor, that Cheyenne is not necessarily large enough for multiple vendors. Past programs failed, so working in conjunction with a single vendor will provide more oversight, scooters are not left in the middle of the sidewalk or street, and not in the way of snow removal. This would provide for a better working partnership.

Mrozinsky: Is this just notification or is the Board weighing in on it?

Maes: This is for information only. The City will be providing the RFP and soliciting proposals.

Teubner: There is an end user efficiency by consolidating, so there is not a need for two different apps and having to figure out which app goes with which scooter. He appreciates the consolidation and clean up of management of this.

Roybal: Confirming this is notification only

Maes: That is correct

Item VI-E. Laramie County Grant Proposal

Maes: It is time for the DDA to submit grant proposals to the County. The last few years, the DDA has received $5,000 for purposes such as general promotion of mission and CIG program. This year staff is proposing the option of asking for $10,000. She discussed each of the options she would like the DDA Board to consider including the following:

- **Request $10,000 for general promotion of the DDA mission**
- **Request $10,000 for funding the CIG (or other DDA grant) program**
- **Request $10,000 for a specific project outlined the DDA Plan of Development**

It will be an easier case if we have a specific project that the DDA is asking $10,000 for, but if the Board wants more flexibility with the funds, that is alright as well.

Volk: She made a motion to request $10,000 for a specific project outlined the DDA Plan of Development and recommend we specify the project from the suggestions; second by Teubner.

Roybal: Do we have a specific project in mind?

Maes: There is a list of projects suggested in this memo, but if the Board thinks a different project would be better to supplement a project, that is alright as well. Suggestions mentioned include bike racks, signage for parking garage, or wayfinding signs.

Bau: He would prefer to get the signage done for the parking garage

Volk: Amend motion to echo what Mr. Bau said, and the specific project would be the parking garage signage

Teubner: Second that amendment to the motion

Motion passed

VII. Other Business

Item VII-A. Wayfinding for Downtown Parking Garage – Verbal Update

Parsons: Update on signage for the Parking Garage. She met with Jason Sanchez with CRE and looked at the parking garage sign that is on the east end of the parking garage. Jason is looking into what a similar sign that matches that would cost to have made and mounted on the west end of the parking garage. The east sign is a lit-up sign, but it gets covered by the trees in that area at times. So a sign on the west end at the corner of Lincolnway and Pioneer would be helpful to identify parking. He estimated it might take about 12-16 weeks to make the sign and get it mounted. This would be the first step toward parking identification. There are also the round P signs at the parking garage entrances, but the garage is often missed on Lincolnway.

Rose: Has the wayfinding discussion included getting people to the garage, from the Interstate and those coming into town from Lincolnway?

Parsons: The sign on the garage at Lincolnway and Pioneer could be a more immediate solution, and then the DDA will continue to work on the other wayfinding signs. Those signs will take more time and designing and planning. This could be discussed at the Work Session.

Heath: The decisions from the County won't be made until at least May; she wanted to confirm that it is the Spiker Garage that is being discussed at this time. That was confirmed.

Item VII-B. 2025 Q2 Newsletter – Verbal Update

Maes: Staff has been working on getting a newsletter set up; at this time focus is on quarterly newsletters, may go to monthly later on. The newsletter will focus on Plan of Development progress; business resources available to downtown businesses; feedback surveys for DDA projects; economic market analysis; updates from the government that may affect the downtown district.

Item VII-C. June Board meeting (Juneteenth)

Maes: The June board meeting is currently set to fall on Juneteenth, which is a holiday. Staff is asking guidance if the Board wishes to cancel, postpone or move it up a little bit.

Mrozinsky: Can the meeting be scheduled earlier in the week?

Maes: She will send out a poll to see when everyone can make it, but moving it up is fine

Maes: Another related update is the May 15 meeting; the meeting will have to adjourn by 11:45

Item VII-D. CLCEDJPB Grant Proposal – Verbal Update

Maes: The DDA will be applying for a grant again from the Joint Economic Powers Board. We will likely apply for a specific topic that was not selected for the Laramie County grant request.

Item VII-E. Special Board Meeting: MOU discussion – Verbal update

Maes: There has already been a lot of MOU discussion already today, so we don't have to speak about it anymore today. This item was to request a special board meeting to have a more in-depth discussion of the MOU and how the DDA would like to present that to the City. Possibly in May, or at the May Board meeting.

Bau: Requested a copy of the current MOU, to review. Maes will send that out to Board members.

Mrozinsky: Requested the meeting be a separate meeting, to have plenty of time to have a full discussion.

Teubner: He suggested a work session for this;. Before that meeting, he would like the DDA to do some cost-to-benefit analysis prior to the meeting; evaluate it and go into the work session with data, such as FTE, Construction, matrix. Help to make some decisions for the discussion.

Item VII-F. L**etter for support of the 15th Street Plan - Bau**

Bau: He drafted a letter for Board members to review, that would express support for the 15th Street Plan by the DDA Board. He requested a motion to approve the letter and send it to the Mayor and City Council.
Volk: motion in support of the letter and to submit it to the Mayor and City Council; **Teubner** seconded. Motion carried. Letter signed by Roybal.
Teubner: As the DDA is trying to improve communication, he would like to see a social media post done about the letter, since it happens to be on the area wide plan as a Top 5 priority project. Give clarity of the DDA support and the importance of that project.
Roybal: Please email a copy to all council people.
Bau: Please put it on letterhead.

Public Comment:

Corey Loghry: She is pleased about the signage of the garage. She made a recommendation to double the number of informational signs on the streets, and that Clean and Safe has money available for the parking garage issues; the signs are estimated to cost $980 each installed, for a total of $30-40M, so possibly the DDA and Clean and Safe can work together on this project. She also shared a collection of comments from various business owners that included the parking garage safety; meeting with the Mayor and a synopsis was sent to Roybal; social media posts about the strong partnership with the City, downtown businesses want to see more posts about the DDA partnerships with them; perception of skeptical or disinterested in the DDA; how to form a cooperative partnership; downtown businesses need to take more active participation with the DDA as well; DDA work remotely as a City staff, with a presence on the street
Glen Garrett: Underscore the MOU discussion of a possible relocation to a street office; the DDA was having trouble previously with statute compliance, and the City has helped get it straightened out and accountable. The DDA has become more government like in communications, and maybe that could be loosened up a little. He also mentioned the tenure of staff when located in street offices previously.

Announcements or Other Business:

- Next regular board meeting will be May 15, 2025

Adjournment:

Meeting at adjourned at 11:09 AM.