CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

BOARD MEETING MINUTES

Thursday, March 19th, 2026
Western Vista Conference Room
1920 Thomes Avenue, Cheyenne, WY 82001

CALL TO ORDER

Meeting called to order at 10:03 AM

ROLL CALL

Members Present: Wendy Volk (Vice President); Brian Bau (Secretary); Candice Wisdom; Stan Hartzheim; Jeff White (Council Appointee); Linda Heath, LCC. **On Zoom**: David Teubner (President); Lorrell Bellotti (Treasurer); Amber Nuse.

Members Absent: Janelle Rose; Jamie Winters

Staff Present: Sophia Maes, DDA Executive Director; Miya Debusk, DDA Social Media Assistant; Cass Raffa, DDA Operations & Project Coordinator.

Members of the Public Present: Charles Bloom, Director of Planning and Development, City of Cheyenne; Jason Sanchez, CRE Director; Amber Conwell, Historic Preservation Board Representative; Wayne Hansen, The Atlas Representative; Pete Laybourn, City Councilman; Glenn Garrett, Architect; Emily and Andrew Leech, Air-O-Fresh. **On Zoom**: None.

DISCLOSURES / ANNOUNCEMENTS

Volk calls the meeting to order as the Presiding Board Chair for this meeting. Amber Conwell, Historic Preservation Board Chair, introduced herself and explained that the HPB now has a goal to create Design Guidelines for the Downtown District by compiling multiple iterations of past guidelines and setting better expectations. Conwell also said they can help the DDA approve façade improvements.

MINUTES

IV.A. January 15th, 2026 Regular Board Meeting Minutes

Bau motioned to approve. Hartzheim seconded. Motion passed.

IV.B. February 19th, 2026 Work Session Minutes

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Bau motioned to approve. Hartzheim seconded. Motion passed.

OLD BUSINESS

None.

NEW BUSINESS

VI.A. January 2026 Financial Reports

Maes introduced the report, stating the total assets and net income. Bau motioned to approve. Hartzheim seconded. Motion passed.

VI.B. February 2026 Financial Reports

Maes introduced the report, stating the total assets and net income. The Healthworks payment will be reflected in the March report. Hartzheim motioned to approve. Bau seconded. Motion passed.

VI.C. FY2025 Audit Review

Maes gave an update on the fiscal year 2025 Audit Review, completed by PMCH on December 8, 2025. The results of the audit were clean, with no material weaknesses or internal control deficiencies. The Board required no action at this time. Some recommendations were made by PMCH, including establishing a Use of Funds policy for expenditures under $5,000, limiting management override controls, and strengthening revenue recognition practices to reduce the risk of overstatement.

At this time, Volk welcomed Councilman White, Councilman Laybourn, and Board member Wisdom for joining the meeting.

VI.D. Bank Deposit Resolution Report: Western Vista

Maes stated that State Statute requires the DDA to designate bank depositories for its funds. The staff has solicited a depository application from Western Vista Credit Union. If approved, Western Vista will be added as an authorized depository for a one-year term beginning April 1st, 2026, along with the other depositories approved in January 2026. Wisdom motioned to approve. Bau seconded. Bellotti noted she will be abstaining from the vote due to a conflict of interest. Motion passed.

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

VI.E. DDA Bank Depository Analysis Assignment

Maes stated that the Board has expressed interest in the past in evaluating the current list of depositories to support stronger long-term financial and investment strategies. Any changes in where funds are held must be approved by the Board. Community member, Glenn Garrett, asked if the DDA would transfer all funds or just parts of it to potential other depositories. Volk responded, saying a Board member or task force will do an analysis on what is the best course of action, and no action is being taken right now. Discussion was had on creating a task force, or choosing a board member to handle this analysis, and what it would entail for the task force or board member to do. Hartzheim motioned to approve. White seconded. Wisdom and Volk volunteer to be on the task force. Motion passed.

VI.F. DDAC-26-1: 211 W Lincolnway, Historic Atlas Theatre

Maes introduced Cass Raffa, DDA Program Coordinator, to present the agenda item. Raffa explained that Wayne Hansen, representing 211 W. Lincolnway (The Atlas Theatre), submitted an application for a Façade Improvement Program (FIP) grant to replace 30 historic windows damaged in the August 1, 2025 hailstorm. The requested DDA contribution is $7,982.31, representing a 65% match, and the project is classified as a Level 3 improvement under FIP guidelines.

Hansen addressed the Board, noting that the existing windowpanes are original and that the August storm was the most severe in Cheyenne in 138 years. He explained that replacing the panes with historically identical glass would be cost-prohibitive; however, the new panes will maintain the original appearance without using reflective or tinted glass.

Board member Bau commended Hansen on the ongoing improvements to the Atlas Theatre. Hansen expressed appreciation for the DDA's support and shared that the broader remodel, which also includes improvements to a deteriorated adjacent doorway, is expected to be completed within two weeks.

Bau moved to approve the FIP grant request. Wisdom seconded the motion. The motion passed.

VI.G. Spring 2026 Sidewalk Patching Project

Maes reported on prior discussions regarding a proposed one-time Sidewalk Patching Project for Spring/Summer 2026, developed in coordination with Doug Klahn, the City of Cheyenne 1% Construction Manager. The project is intended to address targeted, short-term repairs to improve safety and walkability and allow for timely implementation. The program would not require property owner matching funds. While the initial proposed budget was $13,000, Klahn recommended increasing the amount to $15,000 to account for unforeseen conditions.

CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Bau moved to set the Sidewalk Patch Program budget at an amount not to exceed $15,000. Wisdom seconded the motion.

Board members Bau, Wisdom, and Volk expressed appreciation for Doug Klahn's assistance in advancing the project. Wisdom noted concern about ensuring the program does not detract from needed long-term sidewalk repairs.

A discussion followed regarding responsibility for curb and gutter repairs. Glenn Garrett and Charles Bloom, Director of Planning, clarified that property owners are generally responsible for adjacent curb and gutter repairs; however, the City offers a program in which it will repair curb and gutter if the property owner replaces the adjacent sidewalk. Bloom also noted that if damage is caused by City equipment, property owners may file a claim through the City's Risk Management Department, subject to applicable timelines.

Maes further explained the 50/50 Sidewalk Program process, including how contractor bids are solicited.

The motion passed.

VI.H. Streetscaping: 2026 Planter Program Vendor Contract

Maes presented the vendor contract for the Planter Program, recommending board approval of Air-O-Fresh as the selected vendor. An RFP was issued in November 2025, with three vendors submitting proposals. A Board-appointed task force reviewed the submissions and selected Air-O-Fresh.

The original program budget of $45,000–$55,000 has been increased to $71,961 to accommodate expanded scope, including enhanced floral density per planter and the addition of year-round maintenance services. This expanded scope introduces winter displays and maintenance as a pilot program to be implemented later in the year.

Emily and Andrew Leech, owners of Air-O-Fresh, addressed the Board, expressing appreciation for the opportunity to serve the downtown area and enthusiasm for the upcoming season. In response to a question from Wisdom asking about what plans they have for the winter display designs, Andrew Leech clarified that DDA staff will select and purchase display materials, while Air-O-Fresh will handle installation and maintenance to help mitigate vandalism. Maes shared example concepts, including faux evergreen, pinecone, and floral arrangements, and noted the potential for partnerships with Arts Cheyenne or other organizations to incorporate community-created displays.

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Bau moved to authorize execution of a one-year contract with Air-O-Fresh for the design, installation, and year-round maintenance of downtown planters, in an amount not to exceed $71,961. Wisdom seconded the motion. The motion passed.

VI.I. Summer 2026 Banner Initiative Program

Maes introduced Cass Raffa, DDA Program Coordinator, to present the proposed Banner Program. Raffa explained that the renewed Banner Pilot Program originated from discussions surrounding America's 250th anniversary celebrations downtown this summer. Staff recommended a timeless design approach incorporating historic Cheyenne imagery and vintage Western Americana themes that could last for years to come, instead of being tied to a single event. The initial proposal included a pilot installation on key streets, with the intent to expand district-wide in the future.

Staff also recommended partnering with Arts Cheyenne to issue an open call for artist-designed banners and suggested forming a small Board review committee to approve final designs.

Board members expressed support for expanding the program beyond a pilot, noting that the existing banners are approximately five years old and nearing the end of their useful life. Wisdom emphasized the importance of an accelerated timeline to ensure installation prior to peak tourism season, potentially by May. Volk proposed increasing the program budget to $7,374 to allow for the replacement of all banners.

Bellotti moved to approve the expanded banner program and associated budget increase to replace all 200 banners. Wisdom seconded the motion. Heath suggested exploring a partnership with Visit Cheyenne.

The motion passed.

VI.J. Sponsorship Request: 2026 Fridays on the Plaza

Maes introduced Cass Raffa, DDA Program Coordinator, to present a sponsorship request. Raffa explained that the DDA received a $35,000 sponsorship request from the City's Community Recreation and Events Department for the 2026 Fridays on the Plaza concert series. Now in its 21st year, the event generates significant economic activity in downtown. The requested funds would support artist performance fees, production and backline equipment, travel and lodging, and marketing and promotional efforts.

Jason Sanchez, Director of Community Recreation and Events, addressed the Board, expressing appreciation for their consideration and providing updates on the event. He also highlighted ongoing

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Plaza improvements, including railroad track pavers, shade structures, and other enhancements scheduled for completion prior to the event series.

Board members commended Sanchez and his team for their continued contributions to downtown vibrancy. Hartzheim noted feedback from downtown businesses regarding event foot traffic bypassing certain areas and suggested leveraging the DDA's communications plan to better educate businesses and property owners on how to capitalize on event-related activity.

Hartzheim moved to approve the sponsorship request. Bau seconded the motion. The motion passed.

VI.K. FY26 Budget Amendment #3

Maes presented the third budget amendment for Fiscal Year 2026, incorporating adjustments from the preceding agenda items. The amendment reflects a net budget increase, rather than a reallocation of existing funds, totaling $97,824.

Bau moved to approve the budget amendment. Wisdom seconded the motion. The motion passed.

VI.L. Reed Rail Letter of Support

Maes provided a brief update on the Reed Rail Corridor project, noting that BNSF and the City of Cheyenne, including Mayor Collins, Chief of Staff Ash, and Engineer Cobb, have reached an agreement to move the project forward. The revised plan includes four crossing closures with enhanced pedestrian access on the east side of the rail. Maes explained that the project scope has been reduced to more of an urban greenway, allowing for faster delivery while still supporting economic development in the West Edge.

Staff presented a proposed Letter of Support for a City Council ordinance to allocate $5,000,000 from reserves for the project. Councilman Laybourn spoke about his role in introducing the ordinance and reaffirmed his support. Discussion followed regarding the allocation of funds and the importance of timely implementation.

Wisdom inquired about property owner engagement, noting past concerns about lack of inclusion. Councilman White responded that he and Councilman Laybourn will work with Engineer Cobb to improve outreach, though discussions around crossing closures remain a key challenge. Teubner referenced a recent Steering Committee meeting, highlighting Engineer Cobb's presentation as helpful in improving understanding and gaining property owner support.

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Maes reminded the Board that Board member Teubner must abstain from the vote due to a conflict of interest.

Bau moved to approve the Letter of Support. Hartzheim seconded the motion. The motion passed.

VI.M. Comprehensive Communications Plan Progress Presentation

Maes presented a progress update and future strategy for the Communications Plan being developed in collaboration with West Edge. The strategy includes communications planning, brand development, digital and print templates, and a new website, which is currently in development. Maes shared preview examples of the website and noted that it is anticipated to launch in mid- to late April, accompanied by a public work session highlighting the plan's outcomes.

Maes also outlined a proposed change order from West Edge to reallocate remaining budget funds from a planned content campaign toward the production of video assets showcasing downtown Cheyenne. She noted that this approach would better promote overall district awareness rather than focusing solely on individual events, aligning with stakeholder feedback.

Teubner expressed support for the proposed shift to video content. Discussion also included feedback on the new DDA logo, with an emphasis on creating a more district-wide identity rather than one centered primarily on the Depot.

VI.N. Comprehensive Communications Plan: Media Change Order

Maes reiterates the media change order recommended by West Edge. She reiterates that this is not an increase in the budget, only a change order.

Wisdom motioned to approve. Hartzheim seconded. The motion passed.

VI.O. 5-Year Strategic Plan (Updated Draft) Key Section Adopted

Maes explained that following feedback from the previous board meeting, revisions were made to the proposed Strategic Plan. She noted that select sections are now ready for adoption to allow implementation. The sections presented for approval included Section 1: Guiding Principles, Section 2: Market Analysis, Section 3: Strategic Framework, Section 4: Communications Strategy, and Section 7: Risks and Mitigations.

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

Maes clarified that Sections 5 (Operational Plan), 6 (Financial Plan), and 8 (Action Plan and Next Steps) are not included in this adoption and will be further developed and brought back for approval at a later date.

Wisdom moved to adopt the identified sections of the Strategic Plan. Hartzheim seconded the motion. During discussion, Bau asked whether this Strategic Plan would replace the 2024 Plan of Development. Maes clarified that it would not, noting that the 2024 Plan of Development is a public planning document. The 5-Year Strategic Plan is intended to guide internal DDA operations rather than serve as a broader downtown development plan.

The motion passed.

VI.P. DDA Cost-Benefit Analysis & Location Updates

Maes turned the floor over to the Cost-Benefit Analysis Task Force, consisting of Board members Wisdom, Bau, Volk, and Teubner. Bau referenced a recent tour of potential office space at the Depot but noted concerns from staff regarding its size and suitability.

Bau and Councilman White discussed whether the DDA should relocate from the City Building. Councilman White emphasized that, given the DDA's work with downtown stakeholders, there is a perception that the organization should be located within the downtown core.

Volk asked Planning Director Charles Bloom to confirm occupancy standards, to which Bloom responded that 150 square feet per employee is correct. Bloom also addressed the broader discussion, clarifying that the perception of the DDA's role as primarily serving business owners is inaccurate. He stated that the DDA's core purpose is to address slum and blight conditions through public realm improvements for the benefit of property owners and the overall downtown experience, an effort staff is working to better communicate through current strategic and communications initiatives.

Bloom acknowledged that future renovations to the City Building will eventually require relocation, potentially as early as next year, but advised against rushing a decision. He emphasized the value of remaining in the City Building in the short term, noting that proximity to City staff allows for more efficient coordination and access to information. Bloom also commented that, while public perception may influence funding outcomes such as the mill levy, past experience has shown that support can be regained if lost.

Teubner and Wisdom noted that the Task Force is continuing to evaluate all options and will present a formal recommendation to the full Board at a later date. Further discussion was had on potential office space, the DDA's ability to develop property, and TIF financing options.

CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
downtowncheyenne.com

PLAN OF DEVELOPMENT PROJECT UPDATES

None.

OTHER BUSINESS/ STAFF ANNOUNCEMENTS

VIII.A. Downtown 250th Events Verbal Update

None.

VIII.B. DDA District Expansion Petition: 2100 Snyder Avenue Status

Time did not allow for discussion on this.

VIII.C. DDA Council Work Session March 20th, 2026 at noon

Maes explained that tomorrow at noon, she will be presenting to the City Council updates about the DDA, including a brief history, what the DDA is doing and where it's going.

VIII.D. Next Meeting: Regular Board Meeting- April 17, 10:00 AM, 1900 Thomes, Western Vista Conference Room

Time did not allow for discussion on this. Teubner mentioned that he appreciates DDA staff's social media marketing and likes seeing board members' comments on DDA posts, not as board members but as community stakeholders.

ADJOURNMENT

Meeting adjourned at 12:15 PM

Signed by:
Lorrell Bellotti 4/27/2026
813DBCB755C241A...

DocuSigned by:
Wendy Volk 4/24/2026
FDB87E4D78FA473...