



MINUTES

Thursday, May 15, 2025
City Council Chambers, City of Cheyenne Municipal Building
2101 O'Neil Avenue, Cheyenne, WY 82001

I. CALL TO ORDER

Meeting called to order at 10:00 AM.

II. ROLL CALL

Members Present: Councilman Scott Roybal (President), Wendy Volk (Vice President), Janelle Rose, Dave Teubner, Linda Heath (Ex-Officio). On Zoom: Jamie Winters, Brian Bau, Lorrell Bellotti

Members Absent: Amber Nuse, Danica Mrozinsky

Staff Present: Sophia Maes, DDA Administrator; Irene Parsons, DDA Operations Coordinator; Gisele Pacheco, Planning and Development Office Manager; Charles Bloom, Planning and Development Director

Members of the Public Present: Glen Garrett, Sam Galeotos, Corey Loughry, Councilman Pete Laybourn, Julie Tucker, Amber Trevizio, John Brodie, City Attorney; Paul Belotti, City Project Manager; Jennifer McClelland, City Council Executive Assistant; Wendy Kinkade, City Clerk's Record Technician; Erin Fagan, City Planner; Eric Fountain, Director of Compliance

III. DISCLOSURES / ANNOUNCEMENTS

None

IV. MINUTES:

A. April 17, 2025 Regular Board Meeting Minutes: Volk motioned to approve Minutes for April 17, 2025. Seconded by Rose. Minutes approved unanimously.

B. April 17, 2025 Work Session Minutes: Volk motioned to approve Work Session Minutes for April 17, 2025. Seconded by Teubner. Minutes approved unanimously.

V. OLD BUSINESS

A. On-Street Parking Design MOU



Maes introduced the agenda item as an item presented at the March regular board meeting. She stated the item was to help fund an on-street parking design for the Downtown District. The Mayor's Office will be moving forward regardless, and as a good faith effort it is recommended the DDA support this design with a 50% match. She stated the total cost of the design is \$49,500, including 79 blocks of the Downtown District. She stated staff's previous recommendation was to support only 10 blocks of the design, however in an effort of equity for downtown, splitting the cost of the entire design is also recommended.

Roybal asked for comment. There was no comment.

Volk motioned to direct staff to draft a Memorandum of Understanding (MOU) with the City to provide financial assistance in an amount not to exceed \$10,000 to support on-street parking design with staff recommended MOU requirements and authorize the Board president to sign the MOU and forward to the Governing Body for consideration.

Maes clarified that motion was the original recommendation for only the 10 blocks of the Downtown Core, and stated if the Board would prefer to support the larger design, the motion would need to be for 50% of the cost.

Volk amended the previous motion to be either \$23,000 or 50% of the design cost instead of \$10,000. Teubner seconded.

Rose asked if there would be opportunities for public and downtown business owners to weigh in.

Maes stated Paul Bellotti, City Project Manager, would give more information.

Bellotti clarified the design was to determine the most effective parking system and ensure all spaces are up to code. Once that is finished, it will be available for public feedback.

Teubner requests that when the design is finished, Bellotti will bring it to the DDA Board to review so there can be input from the community.

Roybal asked for further questions from the committee, hearing none.

Motion passed unanimously.

B. 2025 Planter Program Vendor Selection — Memo

Maes introduced the agenda item. Parsons stated the RFP was posted on May 5th, with an addendum sent on May 6th. The DDA received three responses to the request and stated that a review committee was being created. Per the purchasing policy, two Board members must be on



the review committee. She stated that they would like to select a vendor by May 21st and requests the Board to authorize the Board President to execute the contract once a vendor is selected.

Volk volunteered to serve on the review committee. Maes advised the DDA Purchasing Policy requires at least two Board members to serve. Teubner offered to serve on the review committee if no other members were available.

Roybal asked if the previous year's contractor submitted a proposal. Parsons stated the previous contractor did submit a proposal, along with a vendor that owns a greenhouse and another that provides landscaping throughout Laramie County. She clarified that the Board would need to approve for the Board President to execute the contract once a vendor is chosen, unless the Board would prefer to call a special meeting.

Volk motioned for the Board to appoint two members to serve on the RFP review committee and authorize the Board President to sign a contract not to exceed \$45,000 with the selected vendor for the 2025 DDA Planter Program. Rose seconded.

No comments. Motion passed unanimously.

C. FY26 City-DDA Work Program MOU — Staff Report & Discussion

Maes introduced the item. She stated the current MOU between the City and the DDA is expiring at the end of June. She stated a fair amount of analysis has been conducted with a variety of stakeholder feedback, although it only includes feedback from the past few months. She stated that a higher level or more in-depth cost-benefit analysis has been discussed for a long-term decision.

Maes clarified a correction on the first page regarding the audit. She stated the DDA received a qualified audit for FY2022 but has received a clean audit for FY2023 and FY2024.

Maes stated that staff recommends the DDA remain in City Hall with City support until a more in-depth analysis including more robust stakeholder engagement for the long-term DDA vision can be done.

Roybal asked for public comment. Sam Galeotos stated he read through the recommendation and asked if the Board President was aware of Downtown revenues in more recent months. Roybal stated no. Galeotos stated concerns regarding revenue declines in the Downtown District. He asked who from downtown gave feedback regarding the parameters that were analyzed. Maes stated the feedback came from a survey circulated in the DDA 2025 Q2 Newsletter. Galeotos asked what the results of the survey were. Maes stated there were mixed results with each



comment taken into consideration. Galeotos asked how many respondents there were. Maes stated she would find out.

Galeotos stated he felt the parameters analyzed were not adequate for such a large decision and were mostly focused on operations versus what the stakeholders wanted the DDA to achieve. He stated there were a lot of property and business owners that would like to give more feedback regarding this decision. He mentioned there was a lot of talk about saving money, which he stated would not save the City any money by having the DDA housed in the City. He stated he was disappointed that one of the cons of moving the DDA into the Downtown garage was the perception that it was an unsafe location. He also mentioned did not like the phrase to "avoid hasty decisions influenced by a small but vocal minority; high pressure tactics are often red flags." He asked Roybal if he viewed the group of stakeholders that have been more involved as a small vocal minority using high pressure tactics. Roybal stated he wanted to keep the DDA in the City building until it's firmly established again. He stated he has no issue moving the DDA out of the building once it's stable again. He stated there's always a vocal minority, and that the DDA will listen but also must listen to the other property and business owners.

Galeotos asked what would change if the DDA stayed in City Hall that didn't change the past two years. Roybal stated there is a new Director who has been in the role for 2.5 months and he would like to get her stable. He stated there is a good Board of Directors and they need time to figure out the vision before the DDA moves out.

Galeotos asked if the Board didn't appreciate the stakeholder feedback to the Board. Roybal stated he did not say that, and that he personally appreciates the feedback but wants the operations to be stabilized. Galeotos stated that the analysis was inaccurate, and stated there were stakeholders that spoke with Galeotos that were afraid of retaliation for speaking out against the DDA. He disagreed with the label "small, vocal minority." He stated there are a lot of stakeholders that are invested and wanting to be involved in downtown, and that most improvements in the past few months have been driven by the downtown community and not the DDA.

Roybal asked for additional public comment. Maes stated that due to a scheduling conflict with the room, the DDA needed to adjourn by 11:45am and therefore would be enforcing the five-minute limit for public comment. She also stated that she spoke with a couple of downtown stakeholders two days prior and apologized for language that minimized the contributions and feedback from the group. She stated that she often included comments as they were worded. She stated that having more in-depth meetings with downtown stakeholders is a key reason why the recommendation is to stay in City Hall and maintain the status quo so a decision with robust data and feedback can be made for the long-term DDA vision.



Volk expressed her appreciation to the City for the support they have provided for the past two years. She stated that the concern with being a stand-alone entity was that the DDA still needs budget approval and funds to operate and cannot use mill levy funds for personnel and administration. The mill levy must be used for public improvement activities. She stated that if the goal is to implement the Plan of Development effectively, it is imperative to fill the Board and encouraged downtown stakeholders to apply. She stated her gratitude to the City and to staff for supporting the DDA for the past two years and would like to see it continue.

Bau stated he appreciated the analysis that was done, and that it has taken time for the Board to figure out what the DDA can and can't do. He stated the Plan of Development has been critical in identifying priorities as a Board, and that the DDA Board cannot take action on its own to accomplish tactical progress. He stated he believes there is a tremendous amount of synergy with the DDA being located in the City and that the DDA is taking additional action to be more available to stakeholders and constituents by holding office hours, etc. He stated we will continue with a stable foundation to reach out and be as much a part of the community as possible.

Glen Garrett stated he agreed with the option of staying in City Hall for a year, as the garage office is not ready to move in to. He stated the City has done a great deal to get the DDA on its feet. He stated he never sees the DDA from being totally independent from the City, with funding going to support staff. He stated the staff report talks about three options mostly regarding the location of the DDA, however it does not analyze the MOU. He requested an addition or amendment to the MOU that the DDA form a committee that includes staff, the DDA, and the stakeholders that meet regularly to discuss the issues of downtown and solutions. He was concerned that the staff report analyzed location, but the MOU had no reference to location. He found the analysis biased and not objective.

Bloom asked to give a high-level overview of the Draft MOU that was before the Board. He stated the intent was to clarify that DDA Staff are the ones that carry out the goals and directives of the DDA Board. He stated that the MOU states the DDA Board would be active in the hiring processes of all staff and the only thing the Planning and Development Director would do would be to approve timecards and communicate with the Board President if there were any personnel concerns that need to be addressed. He stated there has been a lot of turnover of leadership over the past few years. He mentioned there has been a lot of feedback regarding relocation of the DDA, particularly to the Spiker Garage office, which would take a lot of upgrades to turn it into a suitable office. He stated the relocation is an ongoing discussion and can be determined outside of the MOU. He stated the move is something the City is interested in and is trying to ensure the DDA does not have undue influence from the City while providing staff with the support they need.



Volk asked for clarification on how much the DDA historically asked the City for in order to be a stand-alone entity. Bloom stated that this amount varied from \$550,00 in 2017, dropping to \$250,000, and even the discussion in 2019 for the proposed elimination of all DDA funding. He stated there has been a financial contribution as a City budget line item. Volk stated that it's important to remember those numbers, as around \$800,000 of the DDA's funds are tied up in grant funding, and the remaining is from synergies with partners.

Rose stated that there are several issues that are being discussed. She stated she appreciated the stakeholder input. She also stated she appreciated the staff report from staff's perspective as it's important. She agreed with Mr. Garrett that this decision and the benefits to the City go beyond a financial analysis. She stated that the DDA needs to get clear on its mission and goals, and that the DDA must hear what the stakeholders want to see and understand how we are measuring success. She stated that there has been no benchmarking done, and the DDA needs to get to a place of consistency and stability to have the ability to do this. She stated that there's a lot of misconception about what the DDA does, and that the public perception of the DDA needs to be updated. She stated that staff, the DDA Board, and the public need to be aligned about what the DDA does and what benchmarks need to be looked at (historical, current, and future). She states that this needs to be done from a place of stability. She recognizes that the DDA needs to be more accessible, stating that the Plan of Development took a lot of the focus for the past year and that the DDA needs to be better with communication (including less formal meetings). She stated there needs to be more collaboration with the City, expressing similar frustration as a developer with the slow pace of government. She doesn't believe that separation will help that collaboration.

Garrett stated his main concern was the bias of the analysis, particularly with Option 2 in that it stated that moving into the parking garage was a short-term option. He stated this made Option 1 (staying in City Hall) seem as if it was a longer-term option. He stated he visited the DDA Office and noticed the large size, wondering if the City and DDA would be planning to expand personnel. He believes the DDA needs to expand personnel. He expressed concern that Option 1 would become a permanent option and urged a commitment to a plan to move out of City Hall.

Teubner stated he also is in favor of the long-term migration of the DDA out of City Hall into downtown but believes it's about timing. He recalls returning to the DDA Board two days before it transitioned from Visit Cheyenne to the City, and how no staff came with it. He mentioned the leadership has had a lot of turnover in the past fifteen years, and that there must be acknowledgement about the turnover of two administrators in the past two years at the City. He stated he feels very bullish about the current staff and is grateful to City staff and other departments that have supported the DDA. He stated that it's important to use more funding for grants and projects than spending rent and believes that options that would avoid long term rent would be preferable to maximize funding. He also believes relocation during annual goal setting



poses a challenge. He stated the DDA has a long reputation (more than in the past two years) of not executing infrastructure projects because we must facilitate projects through the City. He stated the DDA and the City has undergone a healing process over the past two years. He agreed with renewing the MOU, gaining stability, continuing to heal relationships, while also making moves for a long-term relocation downtown.

Roybal asked for a motion. Maes clarified that there have been some changes to the MOU previously posted with the agenda, specifically mitigating the influence that the City would have over the DDA and clarifying that the DDA Board would have authority over staff and goals, while the City would serve as a support. She stated another change was the limitation of involvement of the City Treasurer's Office, which moving forward would act in a more review capacity versus daily operations. She clarified that DDA Staff would still be regulated by City HR policies and requirements.

Roybal asked if the motion would need to be amended. Maes requested advice from Director Bloom. Bloom recommended the DDA Board make a motion to authorize approval of the MOU as presented at today's meeting.

Volk motioned to approve the Draft for the FY26 City-DDA working program MOU to keep in its current relationship while increasing downtown engagement efforts (weekly office hours, tours, visible presence), and to introduce said Draft MOU to the Governing Body on May 27th, 2025 City Council Meeting. Seconded by Teubner.

Motion approved unanimously.

VI. NEW BUSINESS

A. Financial Report

Maes introduced the item. Parsons stated that she would now be preparing the Financial Reports for the DDA Board. She asked if there were any questions.

Volk asked if there were any grants that property owners were waiting for payment from the DDA. Parsons stated the Easement Agreement for the Atlas Theatre's first CIG was completed and signed, with the check signed and mailed. She stated the Easement Agreement for Westward was completed, with the hope for the check to be signed and mailed before the end of the fiscal year. Volk stated her appreciation for the communication and work on the CIG program.

Parsons stated that Novus Glass still had committed funds for its CIG that they did not spend and requested the Board vote to uncommit those unused funds.



Volk asked for a motion to uncommit \$1,919.60 to approve the financials. Teubner motioned. Rose seconded. Motion approved unanimously.

Volk asked for a motion to approve the financials as presented. Rose motioned. Winters seconded.

Motion approved unanimously.

B. FY2025 Audit Cost

Parsons gave the staff report for the audit commencing in July 2025. Porter, Muirhead, Cornia & Howard (PMCH) was FY24 auditor, and as they are the only qualified CPA available, she requested the DDA Board do a Sole Source contract for the FY25 audit. She stated the FY25 quote was \$21,000.

Volk asked for questions for staff. Seeing none, she requested a motion to approve PMCH to conduct the DDA FY2025 Audit as presented. Teubner moved. Rose seconded.

Parsons stated that in the June regular board meeting, a Letter of Engagement will be presented and will need to be approved by the Board, with the audit expected to start in July and run through October.

Volk took a vote. Motion passed unanimously.

C. Social Media Policy

Maes introduced the item, based off of the City of Cheyenne Social Media Policy. She stated it regards the content the DDA will be posting as well as the community standards for posts on DDA social media platforms.

Volk asked for questions for staff. Seeing none, she requested a motion to approve and adopt the DDA Social Media Policy. Winters motioned. Teubner seconded. No discussion.

Motion passed unanimously.

Bloom stated he had to leave the meeting but wanted to answer the question from earlier regarding City funding for the DDA. He stated in 2015 was when the Sales TIF dried up after Black Hills Energy moved out of the District. He stated since then the City has contributed as a line item \$370,000 in 2016, \$420,000 in 2017, \$390,000 in 2018, \$290,000 in 2019. During the Visit Cheyenne transition, there was only a \$10,820 contribution, which was mostly due to funding that was passed from the 6th Penny ballot. In 2021, there was \$250,000 allocated, and in 2023



there was \$250,000 allocated with a \$40,000 pass through for the COVID Rental Assistance. He believes currently the contribution is just under \$200,000 (about \$197,000), while the previous year at the same time was \$209,000 for staff and personnel costs. He stated a summary would be given for these numbers to the DDA Board. Volk stated she appreciated the summary.

Winters clarified that he was the one that made the motion on the last item, not Bau.

D. Communications Plan RFP

Maes introduced the item, stating that the need for a Communications Plan has come up a few different times (including in the Work Session) as a goal for the DDA, particularly in response to feedback from downtown stakeholders that we did not communicate well during the Plan of Development and currently. She stated RFP is to select a vendor to create a Comprehensive Communications Plan, which would include digital assets such as a new website and potentially branding. She stated the timeline is one year, which includes website development and initial campaign execution. She stated staff recommends approval of the release of the RFP on Monday, May 19, 2025, with the selection committee choosing a vendor and signing a contract by July 1st as the goal.

Volk asked for questions from staff. Teubner stated that a Communications Plan is important, with better communications and website development being part of the area-wide plan. He mentioned it's difficult to go through a Plan of Development and being excited but then address the next stage of communicating what it is and what we're excited about. He agrees it takes strong communication plan. He is in strong support of a website that feels more private sector and a campaign that backs it. He did comment that increased communications has been a goal of the DDA Board for a while, not a reaction to public feedback. He stated that all sessions were very full and well attended for the Plan of Development. He did note that a major goal of the Board is to do better, particularly at communicating the Plan of Development and getting the public excited about it. He is in favor of moving forward with an RFP. He also stated that it's not uncommon for other agencies such as Visit Cheyenne to engage in this process annually and would encourage the Board to consider this as an ongoing line item for long-term communications.

Volk asked Teubner if he believed the RFP budget as written was an adequate amount. Teubner stated he did not, stated that a website alone will cost at least \$40,000. He stated that it should include a website and some backed advertising behind communications, including boosted posts on social media. He stated if the Board would like to take communications more seriously, a budget of at least \$50,000 to \$60,000 as a baseline would be better.



Volk asked staff if the FY26 budget only had \$10,000 allocated for a Communications Plan at this time. Maes confirmed this amount and stated that the budget can be amended. She stated the budget would be introduced to Council for adoption on Monday, May 12th, however the budget may be amended throughout the fiscal year through the quarterly amendments. Parsons stated there is currently a line item for a website in the budget and would need to determine if the DDA would like to combine those funds or keep them separated in regard to website development.

Teubner stated he recalled that line item and was not sure if the vote should be postponed. He stated that the scope of the RFP and then clarity of budget would be helpful before it is released but is in favor of moving it forward.

Volk stated she reviewed the RFP, stating that the scope was a good start. Teubner stated that the budget will either encourage or discourage proposals. He stated that Warehouse 21 would not apply but wanted to reiterate that it would be wise to get the RFP to Visit Cheyenne's current marketing vendor, specifically because of the integration of data and geofencing. He stated that there may be potential to partner with that company regardless of the chosen vendor.

Bau echoed that a Communications Plan was a priority in the Plan of Development and is not a reaction to recent public feedback. He stated it's a priority to communicate and share the DDA priorities with the community and hear their feedback as well.

Rose asked if it would be advantageous to increase the budget at this time in the RFP. Teubner asked if that would look like a motion and a budget amendment at the same time. Maes stated that there would be two separate motions, a motion to amend the budget to increase the Communications Plan line item in the budget and another motion to release the RFP with the amended budget. She stated that if the budget were higher than outlined in Section 7 of the RFP, she would amend but would require the Board to vote on the amended RFP.

Volk requested a motion. Teubner stated he was not ready for a motion, but stated a \$60,000 budget would be more appropriate.

Volk asked for public comment. Hearing none, she requested a motion. Teubner motioned to release the RFP and amend the dollar amount from \$10,000 to \$60,000. Rose seconded. Parsons asked for clarification on which budget line item would be increased. Teubner stated that a budget amendment would be a later action, the amendment was for the RFP budget. Volk asked for additional discussion. Hearing none, Volk asked for a vote.

Motion approved unanimously.

Volk asked if Teubner had another motion regarding the budget line item. Teubner asked staff what the Website budget is. Parsons stated they will find out quickly. Rose asked if the budget line



item had to be changed at this time or if it may be changed after proposals are reviewed in the interest of time. Maes stated that plans that go over the estimated budget would also be considered if we feel they add value. She stated that at this time the RFP budget amount could be amended, and the FY26 budget line item could be amended at a later date.

Teubner preferred to wait to adjust the budget line item after proposal review.

E. Downtown Marketing Co-op Sponsorship Request

Maes introduced the item for a request for \$2,000 for a Marketing Co-op Campaign for downtown businesses. She stated staff recommends a postponement of approval at this time as there are some concerns about using DDA funds in an inequitable and unfair way. The use of mill levy funds to promote individual businesses that pay into an additional co-op may not be appropriate. She stated there were concerns of fairness and quality control of the messaging, as well as use of public funds. She stated the legal advice received gave a few options that may be appropriate instead, but as proposed it would not be advised for the DDA to fund this proposal.

Volk asked if staff recommended the Board make a motion to postpone. Maes stated Corey Loughry submitted the proposal and may wish to speak on the item. Volk asked for public comment. Hearing none, she asked for a motion to postpone the request for a \$2,000 contribution for the Co-Op Marketing Campaign. Teubner motioned, Rose seconded. Volk asked for further discussion.

Bau asked if the Board could hear the suggestions from the attorney. Maes stated the City Attorney suggested the DDA could have a public RFP process to take proposals from the public for the Board to choose a vendor to carry out marketing for the Downtown District. They also suggested a campaign that included all of the downtown businesses or at least not delineate between co-op members and other businesses.

Corey Loughry reiterated that the revenues are down \$1.6 million in Q1 2025 and stated there is some urgency to promote downtown. She stated there were thirteen emails sent to the DDA email list, the DBC email list, as well as Ms. Loughry's combined email list. She stated these emails had been sent out starting February 27th. She stated that 36 businesses opted in, and if the premise for the DDA to fund this proposal is that all properties in the District opt-in then it will never happen. She stated it was a very comprehensive outreach. She stated the campaign would start with the newspaper which offered a great package on streaming, newspaper and print.

Volk asked if any of the forty-two businesses were financially contributing. Loughry stated that every business will pay \$117 per month to be part of the co-op. She stated they will offer segmentation per industry. She stated that Visit Cheyenn, LEADS and the DBC have also contributed financially to the co-op.



Heath asked if the co-op had considered radio. She said she is aware that KGAB does a major demographic analysis of their advertising and may present an opportunity to use their data. Loughry stated this concept was brought by another downtown business owner, and the co-op was focusing on the idea of "Downtown Loves You" because they will never compete with Dell Range but there are unique and personal services available downtown. She stated this is just the start of the campaign. She also mentioned they've talked to the local TV station, radio, social media and hopes there is some traction after the three months. Heath wished Loughry luck.

Teubner stated he understood the nuance with the strategy of promoting contributing businesses. He stated that he doesn't know if there is an organization or how the DDA would be invoiced. He suggested that if monies were separated, the DDA may be able to finance general downtown promotions. He applauds the strategy of the local level and asking businesses for money, which carries a risk when attached to a downturn in revenue. He believes it's important but wants to challenge whether or not it will actually impact the revenue downturn. Loughry stated they didn't know how to break the monies apart and that promotion is expected if a business is paying into a marketing campaign. She stated at this time each business is paying the newspaper directly and is not sure if this campaign will change revenues but would like to try. Teubner reiterated that the economic downturn is a national trend, and marketing may not be able to solve this, but that it's a great effort.

Volk reminded the Board that there were only fifteen minutes left in the meeting.

John Brodie stated that he and Maes did have a conversation. He stated he believed it was a good idea, but he did have pause about DDA funds going to promote a single business simply because it's a subgroup of the larger DDA. He stated when considering public funds, it may not be appropriate.

Volk asked for additional conversation. Winters stated that this is related to the strategic communication plan and would like to explore a .org website with the DDA Board items (agendas, minutes, etc.) and also a .com site with businesses lists. He stated we could get to that point to be a clearinghouse for all of these business entities, but the DDA isn't there yet.

Volk asked for a vote on the motion. Motion approved unanimously.

F. Summer on the Streets Event Sponsorship Request

Maes introduced the item as an event to be held at the end of June. She stated it would be a multi-block public event from east to west from Warren to Pioneer, leaving north to south streets open. She states this event is something the DDA would likely be able to support if certain concerns were addressed, specifically the traffic control and pedestrian safety and how the DDA would pay for the event with no legal entity to receive funds. Her main concern is staff capacity in managing all of the separate payments that would need to be made.



Volk asked if there is no liability in case someone is injured at this event as there is no legal entity. Maes stated that was her understanding, stating that the organizing party would need to ensure all permits were secured and is not sure if that is the case. Volk asked who the proposer was. Maes stated Loughry proposed the event.

Loughry stated the event was based off an event held some years ago that was successful based on the number of attendees reported. She stated the DDA held it the following year, but then it was discontinued. She stated a legal entity would be created for administrative purposes and that all legal and City requirements would be met.

Teubner stated that a legal entity is important to have for events, especially carrying the liability insurance. He clarified the DDA will not be as involved in party planning as it had been previously, and the DDA would not take on the structure of executing the event. He would support the DDA financing the event with the conditions.

Volk asked for additional questions. Teubner motioned to table the item until the organization is created and can be brought back before the Board for consideration and approval. Bau seconded.

Motion approved unanimously.

VII. OTHER BUSINESS/STAFF ANNOUNCEMENTS

A. DDA Outreach Campaigns

Maes provided an update based on a request from Board Member Mrozinsky. She stated there were social media posts regarding planters once a vendor is in place and a post about the 15th Street Experience utilizing drone footage from City Engineer. They plan a post about the DDA use of funds, which may be tabled depending on the work session outcomes and grant parameter developments. They plan to create a video campaign towards the end of May for the Spiker Garage, for both safety and ease of use. They plan to do a post related to ADA loading zones for Fridays on the Plaza, promoting the Screen on the Green event, Fridays on the Plaza, and promotion of Clean and Safe. In July, they plan to post on Neighborhood Night Out, the DDA Q3 Newsletter, parking restrictions for CFD and the parade, Visit Cheyenne sponsorship for Cheyenne Days, Fridays Artwalk, and Screen on the Green in August.

Teubner stated the social media execution has grown in quality and volume. He mentioned we need to improve engagement with comments but overall likes the efforts. He referred to a negative comment about the DDA posting about its partnership with the City, but he would like to see that continue as its important. He believes the City is key in executing the DDA's goals.



B. June Board Meeting (Juneteenth)

Maes stated the City offices will be closed on June 19th for Juneteenth, which was the date of the June Regular Board meeting. She stated the meeting as been rescheduled to June 12 at 10:00 AM in City Council Chambers.

C. Work Session — Verbal Update

Maes stated the May Work Session would be held on May 28 from 11:00 AM to 1:00 PM in the Western Vista conference room at 1920 Thomes. She stated the focus would be subcommittee or task force creation, grant parameters, DDA Board tours of downtown, and the potential for a 501(c)(3) to help provide event and business support. Volk stated that a 501(c)(3) does exist. Maes has been reaching out to get more information. Volk stated that the contact was Wally Erickson with the Downtown Development Foundation and would send the contact information.

Volk asked if there were any other updates. Maes stated the Mayor's Council for Disabilities Walk Audit would be held downtown from 10 AM to 11AM on May 21st. She also stated there was a correction for the record. In a previous meeting, it was mentioned that no Board members were on the Design Committee in the past but that is not correct. The Board member participation on the Design Committee has varied over the history of the DDA.

VIII. ADJOURNMENT

Meeting adjourned at 11:45 am.