



MINUTES

Thursday, September 18, 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); Brian Bau; Dave Teubner, Candice Wisdom; Stan Hartzheim; Linda Heath (Ex-Officio). **On Zoom:** Lorrell Bellotti; Amber Nuse.

Members Absent: Jamie Winters; Wendy Volk (Vice President); Janelle Rose.

Staff Present: Sophia Maes, DDA Executive Director. **On Zoom:** Miya Debusk, DDA Social Media Assistant

Members of the Public Present: Glen Garrett. **On Zoom:** Corey Loughry, Paris West; Amber Ash, Chief of Staff; Julie Tucker, Mayor's Council for People with Disabilities; Erin Fagan, Planner II; Eric Fountain, Compliance Director.

III. DISCLOSURES / ANNOUNCEMENTS

A. New Board Member: Stan Hartzheim

Roybal welcomed Hartzheim to the Board and asked if he needed to be sworn in. Maes declared Hartzheim was sworn in just prior to the meeting.

IV. MINUTES:

A. August 21, 2025 Regular Board Meeting Minutes

Wisdom motioned to approve Minutes for August 21, 2025. Seconded by Teubner. Minutes approved unanimously.

V. OLD BUSINESS

A. July 2025 Financial Report



Maes introduced the item, stating that it was tabled last month due to Nuse's concerns regarding the negative net income line item. Maes stated she spoke with the City Treasurer, who clarified this was a net loss, not a negative net income, which is more of a concern at fiscal year-end for the audit but can be adjusted for the mill levy payment if preferred. She stated that the inconsistent mill levy checks may cause this issue.

Nuse clarified that her concern was that the July report showed negative revenue. Maes stated the Treasurer did not make comments on that concern, but if the Board would prefer the mill levy to be accrued monthly to prevent this issue, that may be a possibility. Nuse offered to take the discussion of correcting this issue offline to move forward with the agenda.

Roybal asked for a motion to approve. Wisdom asked if the Board was approving prior to amendment, to which Roybal stated she may amend the motion. Wisdom motioned to postpone the approval of the July 2025 Financial Report until the correction is made. Bau seconded. Motion passed unanimously.

VI. NEW BUSINESS

A. August 2025 Financial Report

Maes stated that the same issue with the July financials exists with August and assumed the Board would like to postpone this item as well. Roybal agreed. Wisdom motioned to postpone the approval of the August 2025 Financial Report for 30 days. Bau seconded. Motion passed unanimously.

B. DDAC-25-5 1615 Central Avenue

Maes introduced the CIG application for the Lincoln Theater marquee at 1615 Central Ave, submitted by Jon Jelinek of Alternative Arts Project DBA The Lincoln. The application request was for \$22,045.52 for upgrades or 50% of the estimated repair costs to repair and upgrade the marquee. The property is a contributing historical structure to the Downtown Historic District (built in 1928) and is listed on the National Historic Register. The proposed upgrades include new marquee cabinet faces, LED light sticks, and a full set of letters. She states staff recommends the DDA approve a CIG award of up to \$26,500 per the City Planning and Development Director's recommendation, in case there are unforeseen costs. She stated there are conditions to this award, including adherence to historic property requirements, WYDOT right-of-way processes, and any other required permits.

Jon Jelinek presented the project as the applicant, providing a detailed history and rationale for the upgrades, emphasizing the theater's historical significance and the urgency due to a recent hailstorm.



Bau asked if the improvements would be a refurbishment of what exists. Jelinek stated yes, referencing similar improvements at the Paramount Café.

Teubner motioned to approve the CIG application for 1615 Central Avenue (The Lincoln) for 50% of marquee repair and improvements costs up to \$26,500 as outlined in the staff report with conditions, and to authorize the DDA President and Vice President to execute the necessary agreements and easement documents (if applicable) application for 1615 Central Ave for repair and upgrades to the Lincoln Theater marquee. Bau seconded.

Teubner applauded the investment in a historical and culturally important property for Downtown.

Motion passed unanimously.

Teubner also wanted to thank City staff for supporting this project as well, including suggesting the additional award amount for contingency for unforeseen improvements. Roybal agreed.

C. DDAS-25-1 Halloween Trunk or Treat Sponsorship

Maes introduced the Halloween Trunk or Treat sponsorship request from the Downtown Development Foundation (DDF) for \$5,000 to \$7,000 specifically to purchase candy, with payment made directly to the DDF. She stated the event aims to increase pedestrian traffic, provide community engagement, and raise awareness of the downtown area. She stated the application reported approximately 60 businesses participated in 2024, and 40 have signed up so far for the 2025 event. Maes stated that the proposal meets all review criteria.

Roybal asked who purchased candy in 2024. Maes stated she believes the DDA purchased the candy directly from Flippers.

Wisdom believes the DDF is working with downtown businesses to find bulk discounts on candy.

Roybal asked Maes if she sees this as a step towards working with the DDF more. Maes stated yes.

Wisdom stated the DDF has become more involved in events downtown and may be able to help fill that gap the DDA doesn't have capacity for. Roybal and Teubner agreed and mentioned appreciation for this group.

Hartzheim asked if \$7,000 was the correct amount of money, as this would limit the amount of funds left for events for the rest of the year. Maes stated the fiscal year ends in June, so the \$3,000 left would need to stretch for 9 more months. She asked Board member Wisdom if she



knew more about the calendar of events the DDF was planning. Wisdom stated the calendar was in the works and agreed \$3,000 would not fund a lot but hesitated to increase this budget at this time. Maes stated the Ms. Loughry may be online to speak to this.

Hartzheim asked if the DDF would be awarded \$7,000 in general for this event or if it needed to go to candy, and if they could spend less money for the same amount of candy if they could save the leftover funds for future events. Roybal believes the wording was up to \$7,000. Maes clarified it would be the full \$7,000 unless the Board chooses to change the motion to "up to."

Ms. Loughry spoke about the 12-month downtown event calendar. She stated that the DDF would do additional fundraising. She stated the goal for Trunk or Treat is to have 80 businesses signed up. She believes the full \$7,000 for candy would be required.

Wisdom stated \$7,500 was spent by the DDA along with \$5,000 from the now dissolved Downtown Business Collective. She stated that amount purchased 8-10 lbs. of candy per business, with roughly 60 businesses that participated. She stated most businesses know this is a starter candy fund.

Hartzheim motioned to approve a financial sponsorship of \$7,000 to be used for candy purchases for the proposed Halloween Trunk or Treat event in October 2025. Teubner seconded. Motion passed unanimously.

D. On-Street Parking Striping: Phase 1 Implementation Cost-Sharing

Maes introduced the proposal and recommendation for the DDA to may a payment of \$5,250 to the City of Cheyenne for Phase 1 of the Downtown On-Street Parking Striping Implementation, supporting the high-priority Zone 66503, utilizing the remainder of the \$30,000 grant awarded from the Cheyenne-Laramie County Economic Development Joint Powers Board. She stated this grant was awarded specifically for the downtown striping design and Phase 1 of implementation.

Roybal stated he spoke with City Engineer Cobb after the last Council meeting, where he learned this phase of the striping is being completed quickly as a favor to Cobb and the contractor is fitting in painting when they can. He also stated Chief of Staff Ash will give a report on the implementation at the following Council meeting.

Maes stated she has additional updates regarding the project if the Board would like to hear them instead of later in the agenda. She stated she's been working with the City Engineer and City Project Manager Paul Bellotti to help with prioritization of future phases. She stated she's been looking through the 2017 Parking Plan for data regarding this effort. She stated she cannot find the recommendation referring to parking striping in this plan and has reached out to Dr. Aldrich and Councilman Moody to see if they know where to find the recommendation they referred to.



She stated she has some recommendations for prioritization of the next striping phases based on occupancy data in the 2017 Plan. Maes stated the City Engineer could take this recommendation as they see fit.

Paul Bellotti stood for additional questions.

Roybal believes that the on-street parking priority came from City Council after the paid parking efforts in 2024. He stated that he's seen the new stripes along Carey and people are utilizing them.

Heath stated she believes WYDOT was planning additional work on Central and Warren. She asked if it would be wise to wait on those areas. Bellotti stated they've had discussions with WYDOT but will reach out and make sure there's alignment with future work.

Maes stated the paint being used is not the long-lasting paint due to the pilot nature of this project and would have a longevity of about 2 years.

Teubner motioned to approve the payment of \$5,250 to the City of Cheyenne for Phase 1 of the Downtown On-Street Parking Striping Implementation in Zone 66503, and to authorize the DDA President and Vice President to execute any necessary agreements with the City. Bau seconded. Motion passed unanimously.

E. 2026 Proposed Meeting Schedule

Maes introduced the proposed 2026 meeting schedule, citing need for less regular meetings to be mindful of staff capacity and workload. She presented the tentative schedule for the remainder of 2025 and all of 2026, noting that the schedule would have flexibility to change.

Roybal asked if the item was informational or needed a vote. Maes stated she was anticipating a vote but is not sure if it's required. Roybal asked if the item should be postponed to ensure the Board's schedules would allow for this proposal. Teubner supported the idea of adding work sessions but asked whether formal approval would limit the Board's flexibility and if there was another way to move the motion forward. He noted that he doesn't want to have to vote to change the meeting schedule each time. Maes stated the DDA Bylaws were not clear on meeting procedure, only that the President can reschedule a meeting if a quorum is not present. She stated that the motion includes allowances for changes, but the proposed schedule could also serve as a guide instead of a commitment.

Roybal asked if the word tentative could be added to the motion for flexibility. Teubner asked if the Board has an obligation to forecast the year's schedule in the bylaws. Maes stated she does not believe so. Teubner stated that if this is a direction he will vote yes, but if it's a calendar set in



stone he would prefer to take more time. Bau stated he believes the Board can move forward as the schedule is not different from a date standpoint, more from an activity's standpoint.

Bau motioned to approve the proposed 2026 meeting schedule of the Cheyenne DDA, on a tentative basis with allowance for changes as necessary throughout the year. Wisdom seconded. Motion passed unanimously.

VII. PLAN OF DEVELOPMENT UPDATES

Maes provided updates on Plan of Development projects and initiatives.

A. Comprehensive Communications Plan

The Summit portion of the plan will be on September 30th, with attendees including Teubner, Lorrell Bellotti, Wisdom, Loughry, Winters, and Maes, with potentially one more without a quorum.

B. Resource Repository

No updates.

C. Plan of Development Catalyst Projects

No updates.

D. DDA Supported City Projects

i. The Hynds and the Hole

The DDA posted an update on social media regarding the Hynds and the Hole. Feedback was mixed, highlighting the need for support and progress.

Related to the Hynds and the Hole, Maes stated Roybal was approached by Full Circle Realty for a Letter of Support for Low-Income Housing Tax Credits for this project. Roybal requested a letter be drafted from the Board instead of himself individually. She stated that each Board member had a copy of that Letter of Support for about 50-70 low-income housing units, including information and data of why the DDA would support this use of LIHTC.

Hartzheim asked if LIHTC would limit the amount of rent the developer would be able to recover or if there would be more market rate units. He worried about limiting the developer. Roybal asked if Amy Surdam was online. She was not. Teubner stated the Letter of Support was for the



DDA Board supporting the award of LIHTC for this project but not necessarily the specific developer programming.

Maes clarified that these would be tax credits not a grant, which act more like equity in the capital stack. She stated she wasn't as familiar with Wyoming LIHTC, though there is a typical range regarding the rent maximums allowed. Hartzheim clarified that he supports the project but would not want to support a program that would limit the developer's ability to recuperate higher rental rates to support the project. Maes stated that that LIHTC acts more like equity and rent restricted units tend to have lower vacancies because of the demand. She stated that it is a good development tool.

Roybal asked for a correction that his Council Ward is Ward 1 and not Ward 3. Maes stated she would correct this before he signed.

Teubner stated his appreciation for the Letter of Support of LIHTC and appreciated that the DDA included the Hynds and the Hole in the Plan of Development as it is an important project to downtown. He stated there may be more Letters of Support the DDA could potentially write for other projects.

Bau circled back to the 15th Street Project updates in regard to the bids that were out for railcar restoration and requested Maes work on an update soon. Maes confirmed she would.

Roybal circled back to the Letter of Support and specifically wanted the DDA Board to collectively write the letter instead of himself as an individual because they are all in it together.

ii. On-Street Parking

Maes stated this was already discussed earlier.

E. Streetscape/Greenscape Enhancements

i. Inventory: GIS and Next Steps

Maes hopes the slower season will allow for more time to clean this inventory data up, along with more capacity from the new Operations and Projects Coordinator.

Roybal asked about the applications for the Marketing and Engagement Assistant. Maes stated there were 30 applications. She stated she's been in discussions with the current Social Media Assistant, and she may be able to come back into that new position before October 1st.

ii. Planter Program



Maes stated she will meet with the summer 2026 vendor on October 2nd to debrief and make updates to the program. She mentioned the social media post regarding the accident involving a car and a DDA planter, stating that the planter survived unharmed. She stated that she wanted to put out a survey in early October to get feedback from the community about the planter program, including types of plants and planter distribution. She stated she would like to get the 2026 Planter Program RFP out soon to find a vendor and be better prepared for summer.

F. Gateway Enhancements/Wayfinding Signage

No updates.

G. Winter Events

Maes stated the Chamber would potentially be taking over the Holiday Window Decorating Competition and the DDA could support through promotion or potential sponsorship.

VIII. OTHER BUSINESS/STAFF ANNOUNCEMENTS

A. DDA Outreach Campaigns & Events

Maes gave a brief on the 2025 Q3 newsletter sent out, with several notable highlights such as the Sidewalk Improvement Program, Spiker Garage reduced monthly fees, and business resources. She stated a 39.3% open rate, 41 unique clicks. She stated the highest clicked links were for the Plan of Development Progress, Downtown Events, and the Sidewalk Improvement Program.

She stated that another separate email and post was sent out informing subscribers of Spiker Garage improvements that the City Recreation and Events department have made. She noted a comment that stated appreciation and a noticeable difference in safety since the improvements have been made, and thanked Director Sanchez.

B. Stakeholder Mediation




Maes stated that after discussions with the City Attorney, mediation may not be an approved mill levy activity, and boots on the ground may be the best approach.

Bau asked if Maes would be attending IDA the following week and if the new staff member would attend. Maes stated she would be attending, but the new staff member had already planned a vacation that week. Maes stated the two new Board members, Wisdom and Hartzheim, would be attending.

Teubner thanked Director Sanchez for the work they've done on the Spiker Garage, on a professional and personal level. He agreed that the efforts have made a difference.



**CHEYENNE DOWNTOWN
DEVELOPMENT AUTHORITY**

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IX. ADJOURNMENT

Meeting adjourned at 11:08 am.