

**Cheyenne Downtown Development Authority/Main Street  
Board of Directors Meeting– Thursday, November 12<sup>th</sup>, 2015  
7:00 A.M., 2<sup>nd</sup> Floor Asher-Wyoming Arts Center**

**Call to order:** Hans Seitz, *President*

~~Dick O'Gara, *Vice President*~~

Wally Erickson, *Treasurer*

Dave Ohde, *Secretary*

Buck Holmes

Dave Tuebner

Charlotte Powers

Alane West

Dr. Mark Rinne

**Staff:**

Amy Surdam, *Executive Director*

Ginny Olsen, *Administrative Assistant*

Desirée Brothe, *Program Manager*

**Guests:**

Ken Dugas, Richard Johnson, Gabe Pina, Megin Rux, Amber Nuse, Stephanie Meisner, Darren Rudloph, Shelby LaCroix, Pete Leybourn, Perry White, Leslie Hill

**Call to Order**— by President Hans Seitz at 7:09 am

**Consent Agenda**

**Treasurer's Report**—Wally Erickson

Mr. Erickson made a motion to pull the Treasurer's Report from the Consent Agenda, with Dr. Rinne seconding; motion carried. Mr. Erickson reported that DDA/Main Street staff, Dawn Culpepper, Amber Nuse, and he had sat down previously in the week to discuss the new layout of the financials since switching to McGee, Hearne and Paiz, LLP. Because the new format is so different from previous, he wanted to make sure he had a good handle on it. Mr. Erickson stated that past income statements from years prior under Scott Kelsey will be provided each month for comparison. Ms. Nuse assured the Board that financials would be received in a timely manner. Finally, Mr. Erickson made a motion to transfer \$12,000.00 to payroll; Mr. Tuebner seconded and the motion carried.

**Audit**—Ken Dugas

Mr. Dugas with MHP was present to report on the 2015 DDA/Main Street audit. He first noted that the current draft is marked preliminary as it will go through their quality control process on Friday, November 13<sup>th</sup>. In summarization, the audit went very similar to years past, especially with staffing changes and Ms. Olson and Mr. Kelsey able to update along the way. MHP has awarded us a 'clean opinion,' meaning that our financial conditions have improved (citing the mill levy and City agreement) making us far more financially stable than previous years. In fact, if it had not been for the two newest financial achievements, we would have been awarded a 'growing concern opinion' about our ability to last a year.

Mr. Dugas reported there have been no instances of non-compliance and there were only two internal control deficiencies, which have since been corrected. The first was a lack of segregation of duties, which was not always present due to a small number of employees available. The second was in the form of journal entries made, which with McGee, Hearne and Paiz now on accounting, would be corrected. There have been no significant or unusual transactions and no accounting issues; there was a great deal of cooperation and transparency from the ED and staff. At this point, Mr. Tuebner did ask if a

segregation of duties at the board level was addressed at all. Mr. Dugas replied that MHP was not engaged to provide an opinion on the control processes, but only on the need to understand them. Mr. Tuebner stated that it may be worthwhile in the future for the board to seek council on this matter. Mr. Erickson made motion to approve the preliminary audit, impending any changes that may take place at the quality control level. Mr. Tuebner seconded the motion and it carried.

It was noted at this time that the remainder of the Consent Agenda had not been voted on. Dr. Rinne made a motion to approve the Consent Agenda and Mr. Seitz seconded. Motion carried.

### **Design—Dave Ohde**

Mr. Ohde reported that the Design committee had recently approved a CIG grant to Pony Xpress in the amount of \$2940.00. Also, a City Forestry representative has begun attending design meetings for preparation of the switch of the tree plan from DDA/Main Street to the City next summer. The committee is also looking at revisions on the CIG program processes, and Mr. Ohde and Jan Spires have also been meeting in regard to FIP processes for next year.

Recently a letter had been sent to the board by Mr. Glen Garrett in regard to the Mid Mod Building and the installation of new windows. Mr. Garrett was not able to be present at this particular meeting, but Mr. Ohde did speak to clarify the situation. Mr. Ohde commented on a cost estimate discrepancy on installation of windows to the Mid Mod Building. The discrepancy was significant enough that the building owner was upset and Mr. Ohde, as Chairman of the Design committee, made the decision to allow the building owner to install the economically feasible windows. Mr. Ohde continued to speak in regard to the FIP program as a whole, stating that it needs to be sensitive to the building owners per each situation and there are learning curves within this program as it is in its first year of implementation. He is working on the processes that the program goes through to ensure that issues like this do not arise in the future. Finally, Mr. Ohde stated that he felt that allowing windows to be installed that were not in keeping with the Secretary of Interior Standards was less detrimental to the program, than asking the business owner to pay out of pocket far more than was initially agreed upon.

Ms. Rux was present to speak on behalf of the Historic Preservation Board (HPB). She stated that there is a contractual agreement within the grant to follow the Secretary of Standards, and that a member of HPB is present on the Design Committee to help in these matters. Mr. Seitz asked Mr. Ohde to follow up on Mr. Garrett's letter with a response, and to keep the board up to date on the process.

### **Promotions—Desirée Brothe**

Ms. Brothe spoke on behalf of the Promotions committee, stating that there are finally full members in attendance, but that she is waiting to set a committee Chair until the December meeting, post Board work session. The committee is working on a Holiday Display Competition and did approve the following sponsorship requests, which are now ready for board consideration.

### Sponsorship Requests

#### Christmas Parade—Stephanie Meisner

The first request is for the upcoming Christmas Parade. Previously, the DDA/Main Street has always funded the parade in the amount of \$1500.00. There were some communication issues at the turn of the year, and The Chamber did not get their annual application in on time. The request has come forth now, for the amount of \$2,000.00. The committee has approved the requested amount, and Ms. Meisner was present to speak on how the DDA/Main Street will be represented. Ms. Meisner stated that the DDA/Main Street logo is present on the Christmas Parade Website, the online Calendar; noted in

the WTE, and on the Radio, and will be announced at the Parade often. There will be one permanent affixed banner on the Plaza, as well as one walked in the Parade. There will also be spots on CBS 5 as well as KFBC. The DDA/Main Street office is a drop off point for Toys for Tots donations as well. Ms. Brothe noted that this amount could come straight across from a previously funded event, *The Healthy Taste of Cheyenne*, which did not happen this year, but was awarded this exact amount. Mr. Seitz asked if it was the Board's pleasure to keep the committee's recommendation; Ms. West moved, Mr. Erickson seconded, and the motion carried.

#### 6 Weeks of Giving—Perry White

The second request brought to the board was for funding for an event to be hosted at the Asher to benefit Needs, Toys for Tots, Just Caring and Habitat for Humanity. There will be a kick-off Turkey dinner on November 13<sup>th</sup>, with dedicated rooms to the cause open for donation in the weeks to follow. Mr. White was present to report that his requested amount of \$1500.00 would go towards advertising for the event. He has already placed the DDA/Main Street logo on all of his printed material, and it will be featured in radio ads. iHeart Radio and Warren FCU are also contributing funds to the event. Ms. Brothe noted that this money would come from the DDA Events budget, under Promotions, currently holding \$21,500.00.

At this time, Ms. Surdam reported some concerns in funding this event as it presented gray areas on how it directly affects Downtown Cheyenne. Mr. Erickson asked if in the past the board has approved Promotions events funding, to which Mr. Seitz replied that it was typically in special cases, or when timeliness of approval was an issue. Mr. Seitz requested that the board act one way or another towards the approval of Mr. White's request. Mr. Erickson made a motion to approve the *6 Weeks of Giving* event in the amount of \$1500.00. Ms. Powers seconded; the motion carried.

Mr. Ohde spoke up to say that perhaps Promotions approval of funding should happen in the same way that it does for Design; they should be able to vet their own applications under a certain amount.

#### **Economic Restructuring**—Tara Nethercott (not present)

The committee did not meet due to an Economic Development luncheon happening on the same date.

#### **Organization**—Shelby Lacroix

Ms. Lacroix was present to report. She reiterated an applause and congratulations to all on the passage of the mill levy. She detailed the roll out of the Block Ambassador program, which will help to create a network of downtown Business owners and greater cohesiveness amongst all. She's hoping this program will engage stakeholders further. Also, the Org committee is working on the creation of welcome packages to new businesses within the district, hoping to incentivize more businesses to come Downtown.

Ms. Lacroix reported on two mixer/meet-and-greet opportunities coming up on the following week. The first is put on by the DCBC on November 17<sup>th</sup> from 5:30-7:30 pm at The Eclectic Elephant. The second is put on by the Org committee, which will be held on November 20<sup>th</sup>, from 7:30-9:30 am. Both are meant to further communication between all involved within Downtown Cheyenne.

#### **Downtown Development Foundation**—Alane West

Ms. West reported on the recent DDF meeting; they approved the quarterly financials and have agreed to meet on a quarterly basis. She gave a thank you to Ms. Surdam and Ms. Olson for their continual aid

in keeping things up to date. She also wanted to let the Board know that there is approximately \$5,000.00 available to be used for anything that comes up.

#### **Historic Preservation—Alane West**

Ms. West also reported on the recent HPB update to the National Registry, which is currently in process and will be complete by November 16<sup>th</sup>. She stated that the HPB is working to develop an ordinance pertaining to demolition of historic buildings. She advised that the DDA/Main Street Board needed to look critically at this ordinance as she had some concerns and felt we need to have a voice. Ms. West also mentioned that she has attended all HPB meetings since March 2015, and was unsure as to how her role as liaison is defined and how she should function as such. Also, because many of the HPB items discussed do not directly affect the Downtown area, Ms. West will begin simply emailing a summary report prior to each Board meeting, with questions to be taken at the meeting.

Ms. Rux rose to clarify that the HPB already has a demolition ordinance in place and they are simply seeking to update this. Currently, if a building comes up for demolition, there is a permitting process and a public hearing is held. If, at that public hearing, the permission to demo is denied, the applicant can reapply at another date.

#### **Carey Building Update—Amy Surdam**

Ms. Surdam reported that recent conversations on the current building Option have led her to feel that this is no longer the correct path to pursue with Azurelite (newly named Akia.) She stated that the DDA/Main Street will not be able to pay more than fair market value and that Akia wants a guarantee that they will be used as the developer, which we cannot provide. Akia is very interested in continuing the process and Ms. Surdam will continue with negotiations and possible solutions in absence of the legal counsel in an effort to save funds. When there are further legal matters, their help will be sought. Dr. Rinne made a motion to withdraw the offer on the Carey Building. Mr. Tuebner seconded the motion, which carried. Mr. Tuebner also expressed a sigh of relief that we are reformulating plans with this process and thanked the staff for their diligence.

#### **Other New Business**

##### Way Finding Signs—Darren Rudloph with Visit Cheyenne

Mr. Rudloph was present to discuss his request for a commitment of funding for additional Way Finding Signs. Currently, Visit Cheyenne is seeking multiple partnerships to look at the overall plan for the signs, then trim back to fit with current projects such as the West Edge project and 17<sup>th</sup> Street Lighting efforts. Mr. Ohde mentioned that previously the DDA/Main Street has contributed \$15000.00 about 2-4 years ago, which went to fund the signs at the Parking Garage and the Capitol building. The Board agreed to discuss this item at the following Strategic Session.

##### Ice Rink—Amy Surdam/Leslie Hill

Ms. Surdam and Ms. Hill with Townsquare Media presented the potential of installing an ice rink in the Plaza during the Christmas Season, hoping to run the venue from December 15<sup>th</sup> to December 31<sup>st</sup>. This item has been approved by Bob Bradshaw at the City and is pending funding. This is a synthetic ice rink that is very low maintenance and comes with everything that is needed to keep it safe (ie. lighting). Townsquare Media has agreed to handle the advertising and coordination of items like training, etc. Also, coverage for the rink would come from local non-profits. Townsquare is seeking \$15000.00 from DDA/Main Street to help cover the \$19,000.00 cost for the entire time period. Hours that the rink would be operational are weekdays from 3 pm to 8 pm, and weekends all day if possible. They would be looking at keeping skating prices very similar in charge to what the City Ice Rink charges.

Mr. Tuebner asked after liability insurance and who would be overseeing that, to which it was noted that DDA/Main Street would handle that portion. Mr. Johnson spoke up to ask after the weight of the rink, and if that had been considered by the City Engineering Dept. Ms. Hill explained that all needed officials have looked over the project. Overall, the board felt that it was a great idea, but that items like insurance, daily cost, etc. needed to be laid out in a written proposal. Mr. Seitz asked that a proposal be given to the Board by the following week, and that the Board be open to having a special vote on the matter.

#### Further Discussion

Final notes were made in regard to a request of a complete updated bylaws copy to each Board member for review.

Meeting adjourned at 9:03 am.