



## **DDA/Main Street**

Board Update

March, 2017

Desirée Brothe

Program Director/Interim Executive Director

### **Board Information**

- Budget has been reworked at a recent board work session; ready for final approval
- Work session with City Council is scheduled for March 24<sup>th</sup>, 2017, 12:00 pm, at the City Municipal Building
- Members of the board have previously expressed interest in creating two separate sub committees, one for parking, and one for plan development. Staff is ready to assist with both committees as needed

### **ED Search**

- The review committee has met at least once to begin to sift through the thirty-plus resumes we have received for the opening
- Andy will coordinate and facilitate much of the logistics, with the review committee beginning the process to narrow down in the coming two weeks
- The position deadline was extended for at least an additional two weeks, to allow for any other interested and qualifying applicants
- Updates will be provided to the board at the March meeting from the committee on this process

### **Main Street**

- Wyoming Main Street has received an opportunity to take part in a "*Project for Public Spaces*" Placemaking opportunity. Douglas, WY won the RFP bid for this learning event. This is hosted by National Main Street, and up to two members from each Wyoming Main Street Program will be attending for the two-day learning session in May, just after the National conference.
  - The emphasis is towards efforts for "lighter, quicker, cheaper" projects that help to quickly focus and work through specific challenges of downtown revitalization.
  - Andy and one other volunteer will be in attendance to represent Cheyenne (Desiree will be out of town).
- The National conference is coming up fast, April 28<sup>th</sup>-May 4<sup>th</sup>. As previously stated, both Andy and Desiree will be attending to represent Cheyenne this year.

### **CORE Team**

- Both Wally and Desiree have been attending CORE team meetings to keep up to date on all projects
- Anja Bendel of LEADS, and Dale Steenbergen of the Chamber will be attending the March DDA/Main Street board meeting to provide an update on further development of the efforts of the CORE Team plan
- This plan is a compilation of plans done over the previous few years; in addition, current challenges for the downtown are taken into consideration and worked through to find strategic, quick, or thoughtful solutions.

### **Water Feature/Alley**

- The Alley design and schematics are nearly complete, and along with the Water Feature design, will give us good solid plans for a time when funds are available for both of these projects

### **Property Database**

- We will be launching the property database map in the next week or two, following final adjustments with the developers
- For an example of what this will look like/be similar to on our website, visit <http://property.boston.gov/>
- The company we are working with is called Opportunity Space ([opportunityspace.org](http://opportunityspace.org)), and the feature we are implementing is called *Market Place*. This is free for us, and Alex has been very good to work with.
- Staff and volunteers will be undertaking an update to the entire downtown Business database this summer. It has been roughly five years since this was last completed, and it will be an undertaking:
  - There are anywhere from 500-600 businesses in the district; volunteers/staff will go block-by-block, business-by-business to gather information and data
  - Examples of info/data are: business name; owners; how many employees; how long in business; hours of operation; actual address/other pertinent contact info (yes, this includes email); name of property owner; whether the business is retail/restaurant/professional; etc.

### **Business Recruitment and Retention**

- The ER committee is working on a packet for business recruitment/retention, pulling from the experience of the members on this committee
- This packet will be to aid the new ED once in place, and will be data driven to include market analysis
- Will also coincide with the update to the Business/Property Databases, in that we will have a better understanding of where gaps lie, and what we can recruit

### **17<sup>th</sup> Street Lighting**

- Weather will continue to dictate final installation, etc.

### **Cheyenne Mural Project**

- The Military Mural development continues, and final schematics are being developed between the team of students/artists

### **Cheyenne Creative**

- Artwalk follows the Board meeting on March. 9<sup>th</sup>, and will feature a mashup of artists this month
- Cathy Spencer is continuing her jewelry workshops, which have been filling up fast
- Steve Knox's printmaking session was very successful with 5 students taking part; this will mean more sessions covering different techniques in the future!
- Please see additional documents in the board packet for other updates and the budget sheet

### **West Edge**

- Staff has a role in planning the 2017 Edge Fest

- Logan Ward from the City will provide an update/explanation on the MOU for the Brownfield RLF (see board packet for copy of the MOU and a DRAFT copy of the Loan Fund documents)

#### **Grocery Co-Op**

- Website was launched in mid-February, and community interest in seeing this project go forward is continuing to grow
  - For example, Desiree has 40 emails from folks who have filled out the form at the bottom of the website, expressing interest in helping, taking part, and seeing some type of grocery to service the downtown
  - The website is an information hub for the community/committee to keep all up to date
  - If you have not yet visited, go to <http://cheyennegrocerycoop.com/>
- Recently, Desiree had a conversation with downtown business/property owners who are seriously looking into implementing some type of grocery on their property. The conversation is early, and much is still being researched/developed with these folks. Updates to follow as they are appropriate/available.

#### **Ice Rink**

- The committee has been researching booking opportunities for the 2017 season; more updates following the April Committee meeting

#### **FIP/CIG programs**

- FIP preliminary applications are due on March 17<sup>th</sup>, 2016; expecting several projects to come forward for this year
- Wallich and Volk recently completed their concrete/curb and gutter CIG work outside of their building; landscaping to go in this spring