



DDA/Main Street

Board Update

May, 2017

Desirée Brothe

Program Director/Interim Executive Director

GENERAL BOARD INFORMATION

- The City released their proposed working budget on Friday, May 5th
 - We have been allotted a flat \$329,000.00 for FY18
 - This is down \$121,000.00 from FY17's allotment
 - We need to have some discussion at the board meeting this week about how to address these cuts and reflect them in FY18
 - A copy of the budget we submitted in March is in your May Board packet
- Judith (Judy) Myers is our most recent board appointee. Her appointment will commence at the Monday, May 8th Council Meeting, and if she is able to be sworn in before our May 11th Board Meeting, she will join us as our newest board member
- Reminder: Will Hardin, Gabriel Pina, Sam Galeotos terms are up on June 30th. If you have not (and I think most or all of you have) notified the Mayor's office of your potential continued interest to serve on the board for another term, please do so ASAP!

EXECUTIVE DIRECTOR SEARCH

- Initial phone conversations were held at the end of April with two potential candidates. No steps forward have been taken due to staff and board member travel time
- This process will recommence in the next two weeks (as the committee's schedules allow) to keep the search timely

WYOMING MAIN STREET

- Wyoming Main Street has received an opportunity to take part in a "*Project for Public Spaces*" Placemaking opportunity in Douglas, WY.
 - Andy, Morgan Martin (from Design Committee and Historic Preservation Board) and Jeff White will all be attending, representing Cheyenne
 - The emphasis of this training is on efforts for "lighter, quicker, cheaper" projects that help to quickly focus and work through specific challenges of downtown revitalization
 - The goal is to come away from this with some ideas and guidelines that work with initiatives we are already working on, and potential opportunities for the future
- The National Main Street Conference and Wyoming Best Practices tour was from April 27th- May 4th; Desiree and Andy will have a brief presentation, as time allows, on our findings from the conference. If need be, this presentation can be postponed for the June meeting
- Technical Assistance (TA) Grant Funding application—if you all recall about two weeks ago, I sent an email notifying you that we have been approved for our funding request to work with local and National Main Street on survey and implementation of the Transformation Strategies
 - The final award of this funding is contingent on our ED hire, and that person's desire to move forward in this direction
 - I will be keeping the local Wyoming Directors notified of our process and our timeline

CORE TEAM

- The team met on April 21st and worked through some updates on all of the items listed in the plan.
 - Eric Fountain will become the City Liaison to the team, starting in May
 - Initial conversations regarding the UP lot are happening, and more information will be available in May
 - We are near completion with the Alley Modernization schematics
- To remember: 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. The plan is updated on the calendar year, to keep relevant with ongoing projects and opportunities.

DOWNTOWN PARKING

- The MPO Strategic Plan for Downtown Parking will appear on the City Council May 8th Consent Agenda.
 - Once Council finalizes/adopts the Management Plan, the next steps will be to work closely with the City and CPD on how ongoing parking management is to operate
 - There is still a chance in the next two years that DDA/Main Street will oversee parking in a more involved capacity

DOWNTOWN SAFETY

- Sargent Bower stopped into the office the morning of May 8th
 - More bike/horse patrols will commence as the weather warms
 - He is seeing a lot of activity surrounding the Pioneer hotel, and they are diligently cracking down on this
 - He stressed the need to have business /property owners and downtown visitors to call if they see anything out of place or anyone who appears suspicious
 - Bus drivers have changed and are overseeing the procedure for the bathrooms and stairwells in the parking garage
 - Most downtown issues relate to aggressive panhandling; some mental issues as opposed to intoxication
 - We (staff) will keep in regular communication with the Sgt.'s , and are working on communication of this information to the public on a regular basis

WEST EDGE

- Civic Center Commons project is moving forward with the Oversight Team
 - This team is comprised of: the Mayor, Council President, Council Vice President, and a councilman from Ward I
 - This team will oversee the work of DHM, the design firm
 - Next steps include completing the needed FEMA extension request, due July 1, 2017
 - I have a copy of this oversight team ordinance, if anyone is interested in seeing it. I would be happy to email it
- Staff has a role in planning the 2017 Edge Fest

WATER FEATURE AND ALLEY MODERNIZATION

- Water Feature design remains complete and ready when funding coincides
- Alley Modernization schematics are slated to be complete by mid-end of May
 - I will make a presentation to the JPB at the end of May, as they agreed to help fund the designs
 - If the board would like, we can have AVI do a presentation at the June board meeting

PROPERTY DATABASE

- As mentioned, staff and volunteers will be undertaking an update to the entire downtown Business/Property 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
 - We will start this process following Rock the Block, in mid-June, to be complete by roughly CFD

BUSINESS RECRUITMENT/RETENTION

- Sam will provide a draft document to the board for your information at the May meeting
- Desiree has also taken some items from the conference that will be helpful in terms of putting this packet together

17TH STREET LIGHTING

- Street closures will commence Wed/Thurs/Fri this week while Reiman works to string the lights along 17th from Warren to Carey
 - Staff will be notifying everyone and their brother about this on Tuesday, so that parking arrangements can be made

DOWNTOWN TREES

- Evergreen Tree Care has won the RFP bid
- Since being out of town, I'm not sure how starting the work has been and if there have been any hang ups
 - I've left them a voice mail, and hope to have an update for anyone interested at the board meeting
- Councilman Laybourn is looking into creation of specific tree ordinances for downtown

FIP/CIG PROGRAMS

- FIP is running along smoothly, with the 4 applicants awaiting the SOIS meeting to take place at the end of this month.
- The program architect has been selected; after receiving and hearing presentation from 3 architects who were advanced to the RFP Stage, High Plains architects won the bid for the 2017 year.

GROCERY/CO-OP CONCEPT

- Per recent updates, conversations with local partners continue
- I spoke with other Wyoming Main Street Cohorts who are also working on Grocery/Co-Op options, and will be researching their practices to implement as well
 - This means that I will revisit this in June, following Rock the Block, and create some next, active, steps for the future of this project. More to come....

CHEYENNE CREATIVE

- Cheyenne Creative is coming to a close at the end of May. Our lease is up on the 31st
- We will be having a final send-off party This Thursday, May 11th, (following the board meeting)
 - We will feature artwork from many of the individuals that have supported or offered something/taken part in the program over the pilot year
 - I will write a complete narrative synopsis of the program, and have ready by the July Meeting, so that we have all the final data and what the future of something like this could look like

CHEYENNE MURAL PROJECT

- The Military Mural design on the Trophy Creative building (formerly Wyoming Trophy and Engraving) is complete, and work will begin at the end of May

- Local Artists Denise Patton and Karmen Hillshafer will be overseeing the implementation of the work
 - Student and community volunteers will help complete the work alongside the artists

ICE ON THE PLAZA ICE RINK

- The committee is looking at booking the Ice rink with a company called Kwinkrink
- A sheet will be provided to the board, at the board meeting that details the type of rink and what we are looking at for a budget for this year
- ****Budget discussions for this line item will largely determine this as well....

ROCK THE BLOCK

- Bands, Sponsors, vendors, food vendors, beverages, logistical/facilities items, etc. are all booked (or will be by our Thursday meeting)
- Posters will go to print in the next couple of days, and distribution will commence
 - Announcement of the band lineup will coincide with poster distribution; as will a social media/web push
 - We could use some volunteers the day of for security, TIPS trained for pouring, and potentially set-up/tear-down
 - Also, come support this event!!