



**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting Minutes**

Thursday, January 17, 2019

3:00 pm, Cheyenne Depot, 2nd floor conference room

The meeting was called to order at 3:07 pm.

Present: Alane West, President
Astrid, VPresident
Steve Borin, Treasurer
Jonathan Savelle, Secretary
Jeff White, City Council Rep (came into the meeting at 3:22 pm)
Elisa Maggio
Del Lummis
Bruce Heimback (by phone)
Charles Bloom, Ex-Officio City of Cheyenne (left the meeting at 3:50 pm)
Amber Ash, Ex-Officio Laramie Co (left the meeting at 4:00 pm)
Don Herrold, Ex-Officio Cheyenne Historic Preservation Board

Board Members Absent: Steve Borin and Dan Holbrook had excused absences. Bruce Heimback was not physically present, but phoned into the meeting

Staff Present: Vicki Dugger and Esther Gonzales

Guests: Amy Mahoney and Julie Tucker

1. Alane West welcomed Amber Ash (Laramie County Commission) and Don Herrold (Cheyenne Historic Preservation Board) as newly appointed representatives to the DDA Board.
2. Consent Agenda: Astrid made a motion to approve the Consent Agenda. Second by Jonathan Savelle. Motion passed unanimously.
3. **President's Report:** Alane West provided the board with this update:
 - a. Reserves: Alane said the ad hoc group working on the creation of a DDA Reserves Policy had been provided with background materials and said she hopes the group (Alane, Bruce, Astrid and Vicki) will meet within the next couple of weeks in order to bring a draft policy for the Board to consider to the February meeting.
 - b. Upcoming National Main Street Conference: Alane stated that she and Bruce would be attending and asked if anyone from the Board was going. None others going this year; hopefully more next year.
 - c. Chamber of Commerce: Alane stated that DDA is a member and that she will try to start attending their monthly luncheon meetings.
 - d. Rapid City Road Trip: Councilman Roybal, Bruce Heimback, Vicki Dugger and Alane West went to Rapid City to talk with their downtown organization to get information on their successful projects, including the plaza development and amenities, ice rink, concerts and

other programming. The trip yielded great information. Alane stated that a 1-day trip is now being looked at for Sheridan and Casper to look at, and hear about, their successes.

4. **Staff Report:** Dugger highlighted a few details from the Staff Report provided in the Board packet. This included an update on where things currently stand with the H2 Project and the meeting that Dugger set for January 25th with Dave Hatch, Brendan Ames, Bruce Heimbeck, Dan Holbrook and Jay Hardy, CEO of Brinkman Development of Fort Collins. Dugger also said that she had given Rob Howard (one of the H2 RFQ respondents) Dave Hatch's contact information – so there is apparently still interest on his behalf to look at this project. Dugger also said that two downtown properties had closed within the last two days (Grier Building/property and the Mendicino Building); with the Bell Building proposed to close toward the end of the month. Charles Bloom provided an update on the City's Brownfield Revolving Loan Fund, saying they had approved a loan and grant to the buyer of the Bell Building for clean-up and remediation. Dugger completed her report by stating that May's "Living It Up In Downtown" Housing Tour is being finalized.
5. **Downtown Grocery Report:** Elisa Maggio and Esther Gonzales provided the Board with an update on two existing downtown businesses that are transitioning their product lines to include groceries. The businesses are The Albany Liquor Store and Cash Wa Distributors. The point was made that each of these businesses will handle different items at different price points to meet demand. It was also noted that both stores have not made the full transition yet, but hopefully will be completed within the next few weeks. Astrid also made the point that La Paz in downtown also has groceries and grab-and-go food. Esther said that she and Elisa will provide their second grocery report next month. Alane asked how DDA can help get the word out and Dugger replied that Jenn would be working on this initiative.
6. **City & West Edge Report:** Planning & Development Director, Charles Bloom, provided an update on the process with the Reed Avenue Rail Corridor Plan saying that the MPO has created an RFP for a consultant to complete the design on this project. Bloom also stated that the City is getting ready to take on rezoning in the Reed Avenue project area in accordance with the proposed development plan (as it is now all has an industrial zoning designation). Bloom stated that the City provided a \$40k grant for Cheyenne Historic Preservation to remove historic items from the Carey building before it is to be destroyed and that there are plans for a historic display to be included in the new building. He also said that documentation has taking place at the Cole Shopping Center before it is demolished to make way for the new development.
7. **Historic Preservation:** Don Herrold, new HP representative, stated that discussions are underway regarding the expansion of the North Capitol Historic District. He also said that fundraising continues for the restoration of the airport fountain and that a historic summit and other events are being planned for May, which is Historic Preservation Month.
8. **West Edge:** (see #6, above)
9. **Laramie County Commission:** New Laramie County rep, Amber Ash, stated that a variety of trail options/combinations are being considered for Greenway Expansion to the Archer Complex (and hopefully eventually to LCCC) and that there would be a public meeting on this on Tuesday, January 22nd at 5:30 pm at the Fire Training Complex located at 7222 Commerce Circle. She also stated that the goal is to have the multi-event center at the Archer Complex completed by August and that applications are being reviewed for the Event Coordinator position for the new event center. She

provided an update on the county jail and county courthouse construction projects, saying that both should be completed on time. She also talked about the new wind energy project proposed for Belvoir Ranch, saying that it should provide \$40m to the county and city over time. She closed her report by saying the passenger numbers from the new airport are very good - - 3,200 in the first two months of operation - - which is more passengers than Great Lakes Airlines had in the whole last year they were doing business in Cheyenne.

10. Standing Committee & Supporting Organization Reports:

- a. Promotion Committee: No report. The committee did not meet in December.
- b. Design Committee: Esther Gonzales and Vicki Dugger provided an update on the Design Committee, saying the 2019 application for the Façade Improvement Grant is being finalized and a FIP informational meeting is being set.

11. New Business:

- a. Consideration of Forward Greater Cheyenne Operational Agreement: Motion to accept the agreement (which was included in the Board packet) was made by Astrid. Seconded by Jonathan. Discussion: Alane West and Vicki Dugger gave a general overview of the agreement, saying it was a framework for the CORE group and other groups, identified in the Forward Greater Cheyenne Implementation Plan, to work together in implementing the plan. Alane did bring attention to the fact that better coordination is needed as the big launch event for Forward Greater Cheyenne had been set on the same day/time as the DDA Board meeting. Bruce made the point that by accepting the plan, DDA was not committing any DDA funding to the plan's implementation, but that this approval set the framework for better cooperation. Following discussion, Alane called for the vote. All in favor; none opposed. Motion passed.
- b. Consideration of proposed adjustments to DDA's 2019 budget (included in the Board packet): Motion to accept the updated budget was made by Jeff White. Seconded by Jonathan Savelle. The floor opened to discussion. Jonathan asked that Line 19 (New: TIF & H2 Gap Analysis Studies) be broken into A:TIF Feasibility Study & B:H2 Gap Analysis Study, at \$24k and 6k respectively. Other discussion ensued. Jonathan made a motion for the amendment, Astrid seconded the motion. No discussion. Alane West called for a vote on the amendment. All: yes. Opposed: none. Alane then called for the question to accept the amended proposed adjusted budget. Vote: all yes. Opposed: none. Motion passed.
- c. Consideration of DDA's proposed updated Strategic Plan (included in the Board packet): Motion to accept the updated Strategic Plan was made by Jeff White. Seconded by Jonathan Savelle. Discussion centered around two corrections: 1) "moving" instead of "move" on the cover and 2) on page 5, initiative B, to include the word "not" in this corrected sentence: "Cost may include, but are NOT limited to additional banners, work on the plaza for banner arms and banners, plans for implementation of new Christmas decorations on the plaza and several of the primary street in downtown." Corrections were noted by Dugger and will in put into the document. There was no other discussion. Alane West called for the vote. All: yes. Opposed: none. Motion passed.
- d. Consideration of DDA's proposed 2020 budget (included in the Board packet): Motion to accept was made by Jonathan. Seconded by Jeff White. Discussion: It was recommended that the TIF Feasibility & H2 Gap Study line, the Housing Analysis + Fire Consultant line and the Website Rebrand line be eliminated as there was no budget set aside for these items in

the 2020 budget. Numbering was to be updated. There was also the request that the Ancillary 2020 Budget with Proposed Funding from Unrestricted Reserves (on the last page of the budget document) include an asterisk with the wording "Once the Reserve Policy is approved by the DDA Board, each item in this budget will be approved by the Board on a per project basis." Elisa Maggio brought up the email she had sent the Board asking about how successful of the plan would be measured; with good discussion ensuing. Dugger stated that the progress on the Strategic Plan should be brought up at each meeting, with each Sponsor providing an update. Elisa stated other metrics would be helpful as well and that having the Board fully engage in the discussion on progress and initiative would be extremely helpful. All agreed. Alane West called for the vote that incorporated these updates to the proposed budget. The motion passed unanimously.

12. Adjournment: Meeting was adjourned.

13. Next DDA/Main Street Board of Directors Meeting: Thursday, February 21, 2018, 3:00 p.m. Location: 2nd floor conference room at the Depot.

Signed:  _____

Date: 2/21/19 _____

Title: SECRETARY _____