



**Cheyenne Downtown Development Authority
Board of Directors Meeting Minutes
Thursday, August 15, 2019**

Present: Bruce Heimbeck, President
Jonathan Savelle, Vice-President
Steve Borin, Treasurer
Astrid, Secretary
Dan Holbrook, via phone
Craig Kerrigan

Staff: Vicki Dugger, Genee Vidakovich
Guests: Amy Mahoney, Brendon Ames, Julie Tucker

Absent: Jeff White, Council Rep
Del Lummis
Breck Collier
Amber Ash, County Rep
Don Herrold, Historic Preservation Rep

Bruce Heimbeck called the meeting to order at 3:01 pm.

Consent Agenda: Vicki Dugger explained that the List of Payables list is large this month, due to a request for reimbursement for the Façade Grant and Capital Improvement Grant for the Metropolitan. Dugger explained that West 17th LLC (Sam Galeotos' company) has turned all the required paperwork in and so was due payment. any other questions on minutes or treasurer report, motion to approve, Steve motion, Astrid second, all approve, consent agenda approved

Director's Report: The Mill Levy has been referred to the Finance Committee next Monday at 11 am, Room 104. As many DDA Board members as possible need to attend in support. There was great success with the Downtown Shuttle over CFD with over 1300 people riding this year; a more than 6x increase over last year. Jonathan commented that he had heard from businesses that people were using the shuttle so they did not have to park at CFD. Charles Bloom commented that the shuttle got people downtown and that it was largely up to the businesses to get people through the doors. Dugger reported that the number of sales were typically up this year; with a couple of businesses reporting they did not sell as expensive of products as last year and the Cowgirls of the West Emporium reporting they had a 30% increase in sales. Some of the store owners had wondered if the boycott of CFD by some potential entrants had an effect on sales. The overall feeling is that DDA accomplished the goal of

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getting people downtown and made sure there were plenty of "Insider's Guides to Downtown" on the shuttle for riders.

President's Report: Bruce said Doodle poll will be sent out to determine the best date for a work session to align the strategic plan to the reduced budget. The session will also entail putting the work plan together for passage of the Mill Levy on October 16th.

Bruce said that now that façade work on the Mendicino Building has begun, he reached out to the newspaper to do a story on DDA's Façade Improvement Program – in an effort to help build support for passage of the Mill Levy. Astrid suggested having banners that say "your DDA at work" at each grant location site so that people can see their Mill levy dollars at work.

Bruce also said that he had met with Alane to get information on the work that's been done to-date on the downtown housing incentive piece. He said that he had also been attending the weekly merchant' meetings and gave kudos to Astrid and Vicki for getting this up and going. He mentioned the next promotional activity is Dog Days of Summer on August 23-24, with sidewalk sales and associated pet adoption and shelter food drive events also planned. Astrid said that 14-15 people attend each Wednesday and hope that the next promotion, "Boot Loot", will drive even more people downtown to shop on a regular basis. She said the group is growing, as is excitement about working together.

Mill Levy: Bruce reiterated that Board members who can, will need to attend next Monday's Finance Committee meeting in support of the Mill Levy.

The Historic Walking Tour publication is being updated and reprinted; with Visit Cheyenne and the Downtown Development Foundation each providing \$2,000 in support.

Bruce updated the Board on presenting to the Mayor's Council on People With Disabilities (Vicki was unable to attend) and appreciated the opportunity to meet with this group. He also said that he had pulled out the DDA-funded report on the state of downtown curbs, gutters and sidewalks and that DDA had fulfilled their part of the bargain with the commissioning of the report and that it is incumbent on City Council to pass the appropriate ordinances to move efforts forward. He also told that Board that he and Vicki had attended a meeting with the Mayor, Councilman Laybourn, and the City engineers regarding the curb, gutter and sidewalk issues in downtown. The proposal at this meeting is that the City will pass a new ordinance saying that the City will be responsible for the curb and gutter; with the property owners still responsible for the sidewalks. The Mayor had requested that DDA have a low interest loan fund (or use the CIG program) to help property owners with this expense. DDA told attendees at this meeting they would be happy to implement a program such as this, but would like to see two things: 1) a white paper on all the proposed changes and how everything will now work; and 2) a prioritization of curb, gutter and sidewalk issues in downtown. Dugger told attendees at this meeting that it makes sense to take a more strategic approach to curb, gutter and sidewalk replacement. There was common agreement on this point and with the potential opportunity to "gang" several projects along a block and do them at the same time for less cost. In the DDA Board meeting, Charles Bloom looked up the specific ordinance regarding who has responsibility for sidewalk upkeep and said that a dilapidated curb, gutter and sidewalk is a liability. A couple of the DDA Board members who are

property owners were not aware they are responsible for upkeep of sidewalks, curb & gutter. Brendon Ames said that he had been looking at models for funding these types of improvements and suggested a model like a Local Improvement District, which is being used in projects such as Centerra in Colorado. In that case, customers are charged a flat fee (4 cents) for improvements to pay for the infrastructure improvements. He will be doing more research to see if this might be a good model for Cheyenne.

City & Brownfield Revolving Loan Committee Update: Charles Bloom stated that the City had gotten an extension on the Brownfield Revolving Loan/Grant fund until 2020 – which was very welcome news. He said work on the Bell Building had not yet begun and Astrid said that she had received a letter from Robert Slaughter (owner of the building) outlining the notification process that would be upcoming for adjacent property owners. Steve Borin had not received the letter; nor had Charles Bloom at the City. Dugger requested that Astrid forward the letter to Charles and Steve, which she said she would do. Bloom also said that the Accomplice sign would be changing, if approved by the Board of Adjustments.

West Edge: next phase design contractor has been selected; project is moving forward.

Historic Preservation Board Report: no report


Laramie County Commission Report: no report

DDA Initiatives: Bruce Heimbeck reiterated the importance of getting the Mill Levy passed through efforts such as: getting information out to the property owners, targeting several property owners to write editorials and letters of support, etc. He noted that we are currently 60 days from the Mill Levy election.

Bruce asked the Board to look at the Strategic Plan because they will be going to go through it and realigning it to the budget at the work session. He also said the Board will be looking at DDA staffing and what staff is needed to make it all work.

New Business: Craig Kerrigan had a question about how all DDA's funds were listed as non-restricted in the audit report; with DDA accountant Amy Mahoney relaying how she codes Mill Levy designated projects and runs them through the process. Steve Borin asked what the Mill Levy funds are used for; with Dugger outlining projects such as the Façade Improvement Program, Capital Improvement Program, DDA-sponsored events, graffiti removal and more. She suggested that he review the current budget as each line item is designated as per Mill Levy or City funding.

The meeting was adjourned at 3:56 pm.

 9/20/19

