



**Cheyenne Downtown Development Authority  
Board of Directors Meeting Minutes  
Thursday, November 21, 2019**

**Present:** Bruce Heimbeck, President  
Jonathan Savelle, Vice-President  
Steve Borin, Treasurer  
Astrid, Secretary  
Del Lummis  
Craig Kerrigan  
Breck Collier  
Jeff White, Council Liaison  
Charles Bloom, City Planning & Development  
Amber Ash, Laramie Co. Commission  
Stephanie Lowe, sitting in for Don Herrold, Historic Preservation Rep

**Staff:** Vicki Dugger, Genee Vidakovich

**Guests:** Amy Mahoney, Glen Garrett, Mark Christensen (new long-ranger planner at the City), Eric Fountain (mayor's chief of staff)

**Absent:** None

Bruce Heimbeck called the meeting to order at 3:05 pm.

**Consent Agenda:** Bruce asked if anyone wanted to pull any items off the Consent Agenda. None did. He then asked if there were any questions regarding the Consent Agenda. There were none. Heimbeck entertained a motion to approve the Consent Agenda. Jeff White made the motion to approve; Astrid seconded the motion. There was no discussion. Motion passed unanimously.

**Director's Report:** Dugger provided an update on all the downtown business events and activities taking place for the holiday season, including: Holiday Open House with over 20 businesses participating (Nov. 23); Shop Small Saturday which includes restaurants taking part with "Small Bite Specials" – 27+ businesses and 10 restaurants participating (Nov. 30); and Sip and Shop with over 20 businesses taking part (an after-hours event coinciding with the Art Walk on Dec. 12). Bruce commented about how the meetings of the downtown merchants have really grown. Astrid reinforced these comments and passed around a photo she took of the prior merchant's meeting that had around 20 in attendance. Dugger also said that the January "Treasure Hunt" promotion concept had been ok'd by the group and that merchants are now signing up to participate in that promotion that was created to help get people back

into downtown businesses during January. Dugger also said that the promotions for February and March would be Downtown BINGO and Downtown Passport, respectively. Bruce commented that it would be incumbent on Genee to take the lead on the downtown merchant's group until a new DDA director is hired. Genee stated that she is ready and willing to take on this responsibility. Dugger said that the drawing for November's Boot Loot in the amount of \$2,500 had been broken up into five winners (1 @ \$1,000; 2 @ \$500; and 2 @ \$250) in order to help generate more activity. Jonathan Savelle commented there is a good amount of work going on and asked whether it is being adequately documented for the new director to come in and pick it up. Dugger answered there are both hard copy and electronic version of files available.

**President's Report:** Bruce updated the Board on the recent meeting the Executive Committee had with Brittany Ashby, of the Align group, to go over the existing job description for the executive director. Following that meeting, Ashby had updated the job description and drafted a recruitment ad and had sent it back to the Executive Committee. Bruce said there were a couple of minor changes still needed, but that overall it looks like DDA is almost ready to start the recruitment process. He said this would be discussed in more detail under New Business.

Bruce also highlighted DDA's move to the new office space at 109 W. 17<sup>th</sup> – and that the next Board meeting would be there on December 13 – prior to the "Hello/Goodbye Open House".

Finally, Bruce said that he had tried to determine whether Mike Williams with Forward Greater Cheyenne had sent their agreed-upon letter to the WTE to support DDA's request that 6<sup>th</sup> Penny overage be used for completing 17<sup>th</sup> Street. He said that DDA had contacted the City with this request (sent to City Engineer Amy Allen, who has since left the City), but that nothing had happened. He recommended that DDA resend the letter to the elected officials, Charles Bloom, Tom Cobb (the new City Engineer) and Eric Fountain in order to start or re-start a conversation on how DDA and the City could collaborate on this project.

**City & Brownfield Revolving Loan Committee Update:** Charles Bloom introduced the City's new long-range planner, Mark Christensen. He then reported that remediation work on the Bell Building is moving forward. He also said that responses to the City's RFP for the redevelopment of the Pump House is due on November 22; with the option of either a purchase or long-term lease agreement with the City. Bloom also reported that Black Tooth Brewing is hoping to be moved into their new building by late December.

Councilman Jeff White also provided an update letting the Board know that an Audit presentation would be taking place on Dec. 2<sup>nd</sup> at 6 pm in Rm. 104 of the Municipal Building – and that this presentation is open to the public.

Jeff also said the Straw Poll to elect the Council President for 2020 will take place on Dec. 3<sup>rd</sup> at 5:30 pm at Poor Richard's. He said this meeting is also open to the public but that the ballots would be secret. He also said that Rocky Case will not be seeking the position of Council President in 2020.

Finally, Jeff updated the Board letting them know the deal on the Hitching Post is moving forward through the Council process.

**Laramie County Commission Report:** Amber Ash updated the Board on the current process to update the Regional Transportation Improvement Plan – and how important it is to do this. She said that open houses for public comment on the updated plan would be announced on the County's website. She also said that because of income from the Belvoir Ranch wind energy project, that new firetrucks are being purchased to replace outdated models. Amber also let the Board know that County building permits are strong, with about 20 residential building and 10 solar permits granted per month. She then provided an update on 6<sup>th</sup> Penny projects, saying they all should be completed by May 2021; and that an average of \$2m/month has been generated by this tax over the last six months. She also noted that the new court room is beginning to be used. Finally, Amber let the Board know that she had been elected as Chair of the County Commission; with Gunnar Malm as Vice-Chair. She said that she would also continue to be the County's liaison to DDA.

**Historic Preservation Board Report:** Stephanie Lowe made the report on behalf of Don Herrold. She reported there are still Christmas ornaments available for sale and that they can be purchased at the State Museum, Olympus Comics or the Corner Stop. She also said that fundraising for the airport fountain is ongoing; with \$80-\$100k still needed to complete the job. She said that, in the meantime, work is taking place on replacing the terra cotta tiles. Finally, Stephanie let the Board know that the Metropolitan had won the City's LerClercq Jones Award, which is an annually awarded honor for historic preservation on a commercial project.

#### **New Business:**

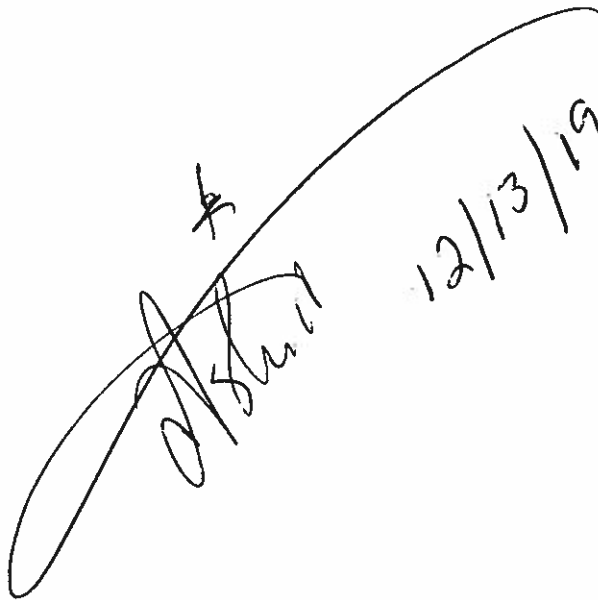
- **DDA Executive Director Search:** (Recap from earlier in meeting: Executive Committee had met with Brittany Ashby of Align to go over the existing job description. She took that feedback and has updated the job description and created a recruitment ad. Bruce said there are a couple of small changes to make, but feels it is almost ready to go.) At this point, there was a question as to what the timeframe looks like for recruitment and hiring; Bruce commented that the ad should go out early next week (targeted to Wyoming and the northern Colorado front range) with the deadline to apply by December 19<sup>th</sup>. Bruce said that he hoped interviews could take place the first week of January

Bruce then entertained a motion to proceed with the recruitment process that included a close date of December 19<sup>th</sup>, the job description and recruitment ad (with a couple of tweaks) as presented. Astrid made the motion. Steve Borin seconded the motion. Discussion: Amber Ash made the comment that, for the County, past experience has proven it to be very difficult to recruit during this time of year. Bruce said that if not enough qualified candidates submitted resumes by the Dec. 19<sup>th</sup> deadline then DDA would have the flexibility to extend the deadline or reissue the recruitment ad. There was no other discussion. Bruce called for the vote. All in favor. None opposed. Motion passed unanimously.

- **Potential Hynds/Hole Project Update:** Craig Kerrigan said that he had met with Dave Hatch (owner of the Hynds) to talk with him about Waypoint Development of Ft. Collins – who will be opening a Cheyenne office soon – about the possibility of partnering on the redevelopment of the Hynds/Hole. Craig said that Waypoint is interested and will be meeting with Hatch to discuss possibilities. Dugger noted that this, along with another possible partner project with Hatch was also being considered; and that Hatch is looking at all possibilities to build the right team to get the project done – and done right.
- **Borin Comments: We're Going Positive – with no room for headwinds:** Steve Borin posed the question: **With all the good things that are happening downtown, how can we work with the City to try and get rid of the pockets of negativity?** Eric Fountain (mayor's office) commented that it is unfair to group the entire City and Council to be in opposition to DDA. He suggested coming up with a comprehensive plan (DDA's Strategic Plan – already in place) to give to the elected officials and then find projects to work together on. Jeff White commented on how the MOU, which is now in place, has had a positive impact and that DDA is supported by a majority of the Council. He said that communication is better. Also, that completing 17<sup>th</sup> Street would be a great way for the City and DDA to collaborate on a project. He closed his comments by saying, "The common mantra should be to: stay focused and keep moving forward."

There was no other business.

Meeting adjourned.

A handwritten signature, possibly "D. Smith", is written in black ink. To the right of the signature, the date "12/13/19" is written. A large, sweeping black line arches over the signature and date.