



**Cheyenne Downtown Development Authority/
Main Street Board of Directors Meeting Minutes**
Thursday, April 18, 2019
3:00pm, Cheyenne Depot, 2nd floor conference room

The meeting was called to order at 3:05 pm.

Present: Alane West, President
Astrid, VPresident
Steve Borin, Treasurer
Jonathan Savelle, Secretary
Bruce Heimbuck
Dan Holbrook, via phone
Elisa Maggio
Del Lummis
Charles Bloom, Ex-Officio City of Cheyenne
Don Herrold, Ex-Officio Cheyenne Historic Preservation Board
Amber Ash, Ex-Officio Laramie County Representative

Board Members Absent: Jeff White

Staff Present: Rin Kasckow, Jennifer Adu, and Vicki Dugger

Guests: Amy Mahoney, Julie Tucker, Glen Garrett

1. Consent Agenda which included March Board Minutes and Payables in the amount of \$23,282.09. Bruce Heimbuck made a motion to approve the Consent Agenda. Second by Jonathan Savelle. Motion passed unanimously. Alane West wanted to have the record reflect that she had submitted her receipts and had received a voucher to be reimbursed for the Main Street Conference.
2. President's Report: Alane West provided the Board with these updates:
 - a. Invited Board members who are available to attend DDA's budget presentation at the Council Work Session on May 3rd, 2019, from noon – 1pm in hearing room on first floor of the Municipal Building.
 - b. Alane also reported that she and Vicki Dugger worked on an op-ed that went into Wyoming Tribune-Eagle advocating for the use of the excess \$3.2m from 2012 sixth-penny receipts for completing infrastructure improvements on 17th Street. Bruce Heimbuck had brought to DDA' attention the fact that there was an additional \$3.2m available and that City Council had instructed staff to bring forward potential projects.

3. Director's Report:

In addition to the written staff report submitted with the Board packet, Vicki Dugger reported on:

- a. Time sensitive activities that are currently taking place at DDA include the Façade Improvement Grant and meeting with the Design Committee to move selected projects forward. There is currently a short turnaround time for working with architects and getting quotes on the projects.
- b. Dugger also reported that DDA is currently working on a formalized program that would provide regular outreach to downtown businesses in helping with cohesive marketing, adding new events and providing opportunities for training.

4. City Update:

- a. Charles Bloom reported that process to finalize the City budget is in full swing.
- b. He also reported the City is still working on the project to use GIS to collect data to identify locations for downtown street fixtures such as trees, benches, and bike racks.
- c. Bloom also remarked that downtown is now missing a building [the Carey Building], which is where the new courthouse will be built. He stated the project is moving forward.
- d. Brownfield Revolving Fund: Bloom stated that the Salvation Army is interested in the fund but are not within the Downtown District. He did not have an update on the Bell Building and the request for funding for [mold, other toxins] remediation.

5. Historic Preservation Board Report:

- a. Don Herrold reported that a meeting in the Capitol Hill Neighborhood group is scheduled to discuss the proposed expansion of the Capitol Hill North Historic District. He stated the Historic Preservation Board is proposing to expand the boundaries and the plan needs to be updated. To date, there has been no opposition to the proposed expansion of this historic district.
- b. The Preservation Summit will be taking place on May 17th & 18th at the Plains Hotel.
- c. Herrold also reported that a high school student approached the Historic Preservation Board with an inquiry about the Cole Shopping Center, and the possibility of doing a documentary on it [before it is demolished for a new development]. Alane suggested that the student visit the DDA office to look at the banners of historic downtown that are hung on the walls for historic images.
- d. Herrold reported the Historic Preservation Board is still looking forward to the Warren Rest House dedication that will take place on May 1st.

6. Laramie County Commission:

- a. Commissioner Amber Ash reported that the new Archer Complex building will be completed in July and that the fair will officially be held in the new building this year.
- b. Ash also report that the courthouse and jail remodeling projects are on schedule.
- c. April Sales Tax receipts brought in 1.95 million which is up from last year.
- d. Ash reported that the County will be holding a special meeting on April 23rd to consider a grant application to the Wyoming Business Council for expansion of an industrial facility for a company locating to Cheyenne.

7. Main Street Conference Report:

- a. Vicki Dugger: The best practices tour was great; it was great to see the main street communities that are succeeding. At the Main Street conference, Dugger found the most rewarding session was about the C-PACE program, a federal program to help fund energy efficient upgrades for commercial building using a long-term financing mechanism.
- b. Jenn Adu: Really enjoyed seeing the different communities on the Best Practices Tour. At the conference, attended a lot of great social media panels that focused on creating more annual event as a way to make downtown feel like a community living room.
- c. Bruce Heimbeck: His highlight of the Best Practices tour was to see how downtowns use their assets - and especially how they use their assets to bring people into their downtowns.
- d. Alane West: Reported she attended a panel that highlighted the need for DDA's outreach to downtown businesses. She was also very impressed by the details for the Commercial Property Assessed Clean Energy Program (C-PACE) - a federal program that would help fill gaps in downtown development projects through a long-term financing mechanism to help pay for energy efficient upgrades. She stated there are currently 10 lending institutions in the country that provide these loans, that are secured by property taxes. She has requested the PowerPoint from the presentation and will share it with the Board when she receives it.

8. Strategic Planning:

- a. Graffiti Mailing – Dugger reported that it took 4 days to prep and mail the certified/registered letters to property owners regarding the new Graffiti Ordinance. She stated that DDA should be able to start allowing the contractor to remove the graffiti on May 4th or 5th. This mailing has led to a lot of conversations with property owners and has given DDA a lot of valuable feedback. So far, DDA has received 176 certified receipts [showing the letter was picked up] out of 265. Dugger reported that DDA has received less than 10 opt-outs, with reasons for doing so including: the property owners are already contracting for this service or are removing the graffiti themselves. Dugger told that Board that Cheyenne had an excellent contractor but two weeks after the initial meeting to get a contract into place for graffiti abatement, they closed their business. DDA has now found a new contractor that is located in Fort Collins; and who travels to Cheyenne on a regular basis.
- b. Parking Update – Alane West told that Board that she and Vicki have started the process of sitting down local businesses and their employees to gather feedback on why people were not going to the parking structure. They met with Wells Fargo employees with other meetings planned with other businesses.
- c. 17th Street Completion – Alane West stated that she and Vicki Dugger drafted an op-ed for the WTE and shared the draft with Council to get their feedback on DDA's advocacy for the use of the excess \$3.2 million from the 2012 sixth-penny ballot for completing 17th Street. Vicki also reached out to the City to find out what other projects on the original 2012 ballot might be "lining up" for the excess funds. Through this conversation, Amy Allen, the City Engineer, asked Dugger to send her

- an official request that the excess sixth-penny funds be used for the completion of 17th Street – which Dugger submitted.
- d. Streetscape Decor – Bruce Heimbeck reported that he has received quotes from three companies for the purchase of new Christmas lights for Depot Plaza and Spiker Garage, with prices ranging from \$50,000 – 70,000 – with the idea that DDA would split the cost with the City to pay for this lighting. Heimbeck also stated that DDA is interested in helping fund a crowd safety mechanism for events [for \$15,000] to show the City that DDA is interested in partnering.
 - e. Banners – Dugger stated that DDA has created a policy framework for the banner program due, in part, to Councilman Laybourn’s recent questioning of who’s in charge of banners for downtown at a recent Council meeting. Dugger stated that since at least 2014 that a banner line item has been in DDA’s budget approved by the City.
 - f. Downtown Planters: Esther has been working with Jason Sanchez of the City to coordinate on getting some planters moved. She has also ordered the flowers for the downtown planters.
 - g. Upper Floor Residential Units – Alane updated the Board regarding fire suppression grants that would help incentivize upper floor living. She said that she is working with Byron Matthews, from the Fire Department, to help with the proposals.
 - h. Collecting New Data for Downtown: Alane stated that she and Vicki looked at 40 downtown parcels in order to create the database template for collecting specific property information for the core area [that has never been collected before]. This new data collection effort will look at a multitude of questions such as: 1) how much property tax is being collected; 2) what are the uses for both the ground & upper floors? 3) what percentage is active/what percentage is vacant? 4) are the vacant properties ready to rent or do they need repair? What was found from an initial look at properties between 15th and the south side of Lincolnway from Capitol to Bent is that are about 50 properties in this “test” area with about 80,000 square feet re upper floors that could be developed into housing.
 - i. Downtown Housing Market survey: Alane updated the Board on a downtown housing survey that’s being put together.
 - j. Fill the Gaps Tour – no update.
 - k. West Edge – Dugger reported that the TIF feasibility study that will focus primarily on the West Edge is still in process.
 - l. Grocery Stores – Jenn Adu reported that Cash-Wa has lengthened their hours and expanded their hours to the weekend. They are currently working on the façade of the building.
 - m. Pop- up art galleries – Vicki stated that she is working with Steve Knox from the Arts Cheyenne Board to have pop-art galleries for ArtWalk events in unoccupied spaces downtown for 5 months, which will allow for spaces to be filled and utilized.
 - n. Rock the Block –Event planning is well underway. DDA met with Cheyenne Beverages to walk the space and help figure out the layout. The Flobots have been hired as the main band.

- o. ReRide Program: Rock on Wheels has put out the ReRide bikes for the season. DDA is also in talks with Array School about the possibility of partnering on an electric scooter project in addition to the bike option.
 - p. Mill Levy: Alane reported that the DDA Board need to decide when to set the date for the mill levy the election to occur (which must happen prior to December 31st in order to keep a consistent funding flow.
9. New Business:
- a. An updated version of DDA's 2014 Public Records Request Policy was put before the Board for approval. Bruce Heimback made the motion to approve Del Lummis seconded the motion. The floor was open for discussion. The Board President called for the vote; with the Board voting unanimously to approve the updated policy.
 - b. The Board took under consideration a proposed new DDA policy dealing with reserves. The motion to approve the draft DDA Reserves Policy was made by Bruce Heimback and seconded by Jonathan Savelle. The floor was open for discussion. The vote was called by the Board President and the motion passed unanimously.
 - c. Approval of CIG grant amount for \$5,332.50 for Downtown Mercantile signage, awning & storefront improvements was brought before the Board. This vote was required as the CIG grant amount exceeded \$5,000. Jonathan Savelle made a motion to approve the grant amount for \$5,332.50 to the Downtown Mercantile; Steve Borin seconded the motion. There was not discussion. The motion passed unanimously.
 - d. The Board considered the request by DDA staff to increasing the CIG program funding for the current year by \$10,000 (as there is only \$600 left in the current CIG funding allotment). A motion was made by Jonathan Savelle and seconded by Del Lummis to provide an additional \$10,000 to the CIG program running through the current fiscal year. There was no discussion. The motion passed unanimously.
10. Proposed Executive Session: Jonathan Savelle made the motion to move to Executive Session pursuant to allowable reasons outlined in Cheyenne City Ordinance 2.5.030 and Wyoming State Statutue 15-9-206(c)S; 16-4-405(vii) regarding employee-related discussions and the acquisition of real estate.
11. The Board came out of Executive Session at 5:25 pm. No action was taken.
12. Adjournment: Meeting was adjourned at 5:25 PM.
13. Next DDA/Main Street Board of Directors meeting: Thursday, May 16th 2019, 3:00 PM , 2nd Floor Conference Room at the Depot, Cheyenne.

Signed: _____



Date: _____

5/16/19

Title: _____

DDA SECRETARY

