

**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting– Thursday, July 9, 2015
7:00 A.M., 2nd Floor Asher-Wyoming Arts Center**

Call to order: *Hans Seitz, President*

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Dick O’Gara, Vice-President

Pat McGee

Dr. Mark Rinne, City Council Representative

Ex-Officio: ~~Matt Ashby, City of Cheyenne~~ ~~Buck Holmes, Laramie County~~

Dave Ohde, Secretary

~~Wally Erickson, Treasurer~~

Alane West

Guests: Lorraine Grigsby, Byron Mathews, Glen Garrett, Megin Rux, Wendy Owen, Shelby Lacroix, John Privett, Gabe Pina,.

Staff: Amy Surdam, Rockie Hiser, Desirée Brothe, Ginny Olson

Call to order: President Seitz welcome those present and explained the consent agenda that would now be in placed to expedite the business at hand. Consent Agenda (CA) (All agenda items listed with the designation of [CA] are considered to be routine items by the governing body and will be enacted by one motion. There will be no separate discussion on these items unless a member of the governing body so requests and support by two other members is received. Any item removed from the Consent Agenda will be considered in its normal sequence on the agenda.)

Discussion led to Ohde making a motion to approve items 1, 2 and 4. Motion carried on a second by West.

(CA **Approval of Board Minutes:** The minutes from the June Board meeting were approved (per Consent Agenda)

(CA **Treasurer’s Report:** Payables of \$12, 501.38 and transfers of \$20,000.00 to Operating and \$12,000.00 to Payroll. Motion (per consent agenda) was approved.

(CA **CIG Policy:** Changes to the current CIG policy were approved (per consent agenda).

Executive Director’s Report: West asked for clarification on the statements regarding the increased mill amount of the mill levy vote. West then moved to focus the amount of increase be used for trees, curb and gutter, CIG, and FIP programs. Discussion was held on the trees being included in the list. West then amended the motion to remove trees. Seconded by Ohde and carried by unanimous vote. Regarding the mural project, West expressed concerns about the maintenance of the completed mural and whether the rights would stay with the artist or be the property owner’s. Surdam responded the contract is between the artist and the property owner and the rights remain with the artist. The DDA is using the Laramie Mural Project template as a guideline. Under the Economic Restructuring topic, West questioned the website listing of available properties and the possibility for that website list have the capability to interface with the Board of Realtors. Surdam answered that capability would be available once the link was setup on the DDA website by the website host. West moved to accept the Executive Director’s report. Rinne seconded. The motion carried.

Standing Committee Reports:

Design Committee: Ohde reported five properties had been chosen to participate in the Façade Improvement Program: The Atlas Theatre (211 W. Lincolnway); Hoffmann Building (316 W. 15th

Street); Mid-Mod (1501 Pioneer); Mike Radican (318 W. 18th Street); Galeostos Building (1701 Carey Avenue). Each will be funded at a different level. An easement agreement is being finalized and will be put into the final agreement made with the property owners. Ohde reminded board members this is a reimbursement program.

The ash trees within the DDA boundaries have been sprayed by Western Tree Care from Ft. Collins. Evergreen Lawn and Tree will be removing ten dead trees and filling the grates with pea gravel. The cost to the DDA will be \$1,490 and replacement will be done in the spring. This job and money amount was approved by Executive Director.

Design Committee will not be meeting July 22, 2015 due to Cheyenne Day of the CFD.

Promotion Committee: Wendy Owen reported the committee is still recruiting members. The loft tour was a success. The committee would work at developing packets to be available for those looking at living downtown. Committee members would be supporting Rock the Block and Cowboy Triangle by distributing promotional materials. Currently working with the city on a party for the West Edge Project. Also, the committee will be working with the downtown merchants to buy in on the Art Dine Design night in August.

Economic Restructuring: Tara Nethercott was unable to attend with Seitz reporting the committee was still working with for a grocery store downtown.

Organization: Shelby Lacroix, chairperson, reported completion of the strategic work plan for the DDA to use as a guide to be used on projects. The committee has prioritized projects that are already in the funnel based on a rubric scoring designed by the committee. The plan will be reviewed in 6 months.

The first committee outreach campaign is on track to be complete by first of August which includes an infographic, letter to the community and mill levy educational brochure.

Recruitment of volunteers and committee members is a top priority. We will focus on recruiting committee members for both the Promotions and Economic Restructuring committees as well as collecting a group of general volunteers for DDA hosted/partnered events.

The committee continues to work on improving the image of the DDA and will begin work on a strategic marketing/PR campaign that will take into account the new logo, updated website, presence on social media, and improved relations with local press.

Members of the committee will be working Rock the Block on Cheyenne Day and are seeing volunteers to help with the DDA sponsored event.

Slate of Officers: Seitz brought forth the fact that at the July meeting, the board must vote on and elect a slate of officers to serve for the FY2016 term. O’Gara made a motion to retain the present slate of officers providing their consent to serve. West seconded. Seitz said all were agreeable with that. Motion carried.

President’s Report: Seitz outlined what the DDA will do in the next 90 days leading up to the mill levy election. 1. The DDA will release an engineering study of the Carey Building (Z’s Building) containing a detailed analysis of the current integrity of the building. It is in severe disrepair and costs for revival are enormous which leads to the second item. 2. The DDA will be moving forward with a plan for the building. This December the board will apply for a Wyoming Business Council grant which if secured will permit the DDA to have enough funds to buy the building and move in two ways: rehab or demolish.

Concurrently, there would be an agreement in place with a developer to create a mixed use building including both commercial and residential space. 3. The alley mural project will continue with two completed murals. 4. The DDA will continue as planned with the façade improvement program with an eye toward expansion.

President Seitz continued with the vision for the new DDA to fully support where appropriate the further development of downtown including maintaining a robust set of data and being the entry point for new businesses and retaining businesses that add to the area, continue the façade improvement and CIG grants, support the West Edge and 17th Street Lighting projects, repair and maintain the districts 78 blocks of curb and gutter, promote the arts in public spaces through projects like the alley mural project, and fulfill the basic obligations to Main Street.

Historic Preservation: Megin Rux stated the board's focus has been on the Historic Homes Tour scheduled for September 11 and 12 and also working on a grant to do initial work on the house in Holliday Park.

Downtown Development Foundation: West reported time has been spent to clarify some procedural issues regarding the record keeping of monies received and year end donation letters. The DDF records will be maintained in paper form and on the shared drive at the DDA office. Research regarding public sculptures has led to several successful existing public art models such as found in Sheridan, WY, Grand Junction, CO and Sioux Falls, SD. The DDF board intends to apply for several grants: WY Arts Council \$2,000 and WY Cultural Trust grant for \$37,500. If awarded, the DDF board would turn to the DDA with a request for matching funds.

Meeting adjourned.

Next DDA Board meeting August 13, 2015, 7:00 a.m. at the Asher-Wyoming Arts and Cultural Center, 500 W. 15th Street.