



Cheyenne Downtown Development Authority

Board of Directors Meeting Minutes

Thursday, July 18, 2019

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

The meeting was called to order at 3:01 pm.

Present: Bruce Heimbeck, President
Jonathan Savelle, VPresident
Astrid, Secretary
Del Lummis
Craig Kerrigan
Jeff White, City Council Liaison
Stephanie Lowe, as a proxy for City representative Charles Bloom

Board Members Absent: Steve Borin, Dan Holbrook, Amber Ash, Charles Bloom, Don Herrold

Staff Present: Vicki Dugger and Genee Vidakovich

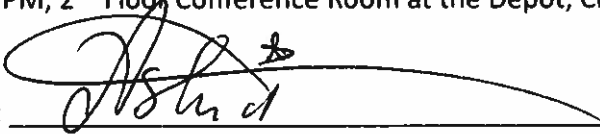
Guests: Amy Mahoney, Julie Tucker, Glen Garrett, Eric Fountain, Margaret Shaw

1. Consent Agenda which included June Board Minutes and Payables in the amount of \$13,987.25. Jonathan Savelle made a motion to approve the Consent Agenda. Second by Jeff White. Motion passed unanimously.
2. Director's Report: Vicki Dugger referred the Board to the Staff Report included in the packet that was sent prior to the meeting.
 - a. In addition, Dugger highlighted DDA's recent success with getting the "Insider's Guide to Downtown" printed and distributed, along with the free shuttle between Frontier Park and Downtown (2 stops). Dugger also said that TV spots and social medial are being used in this marketing effort and felt these would be very helpful in getting more spending into Downtown during CFD.
 - b. Dugger also highlighted the fact that the Mill Levy resolution would be before Council on Monday and recommended Board members show up in support.
3. President's Report:
 - a. Bruce Heimbeck said that the Board will need to have a work session to realign the Strategic Plan to the recently updated (and reduced) budget.
 - b. He also put the call out to any DDA Board member who might be interested in also serving on the Downtown Development Foundation Board. There is some

- urgency in filling two positions on this Board so that it doesn't lose its 501c3 status. No one stepped forward to volunteer for the DDF Board at the meeting.
- c. Heimbuck said that DDA would be updating the new website in order to avoid any issues with not having current records (current Board roster, minutes & financials) up. Dugger explained that DDA is working on it and that what is up is what the marketing company put up as "place holders" until DDA staff could get it updated.
 - d. Heimbuck mentioned a meeting with the Mayor and other City reps regarding a new City ordinance that would move curb & gutter installation costs to the City – with sidewalks still the responsibility of individual property owners. DDA was invited to the meeting to see if there would be interest by DDA in providing low interest loans to property owners to help with the cost of new sidewalks. DDA asked for the City to create a policy framework, with prioritized curb/gutter and sidewalk updates needed. Once that is in place and the updated ordinance passed, DDA would be interested in seeing what the best strategy would be as a participant to assist property owners. Stephanie Lowe commented that DDA's CIG program can help pay for these improvements and to keep this in mind as this larger process moves forward.
 - e. Forward Greater Cheyenne: Heimbuck said that he would set a meeting with Mike Williams, the immediate Past-President of Forward Greater Cheyenne, to discuss whether or not Heimbuck should take on the FGC President's role, as he just became the Board President of DDA - or - let the next organization take its term early. Heimbuck will report back at the August meeting.
 - f. Heimbuck stated that the paperwork has been signed with MHP for DDA's 2019 tax year audit – so that process is moving forward.
 - g. Heimbuck finished his report by saying that DDA will need to get more newspaper stories into the WTE in the coming weeks in order to help keep visibility up.
4. City & Brownfield Revolving Loan Committee Update:
 - a. On behalf of the City and Charles Bloom, Stephanie Lowe reported that the resolution for the loan/grant for the clean-up of the Bell Building (through the Brownfield Revolving Loan Fund) will have its final reading at Council on Monday night.
 - b. Lowe also said that the City will be asking the EPA to extend the local revolving loan/grant program and that this would be the second time an extension has been requested. Lowe stated there are hopes an additional extension will be granted as the project review process and guidelines have been put into place and an initial project (the Bell Building) is now moving through the process.
 3. Historic Preservation Board Report:
 - a. Stephanie Lowe also provided a report from the Historic Preservation Board saying that the primary focus at this time is to get tour homes in place for the September "Tour the Legend" historic tour. She stated that the theme of this year's tour is "150 Years of Women's Suffrage" and there is a push to get homes of past or current women of note included in the tour.

5. Laramie County Commission: No report.
6. Mill Levy Planning: Heimbeck stated that volunteers from the DDA Board would be needed soon to create the plan and timeline for reaching out to business and property owners regarding the Mill Levy (election on October 16, 2019).
7. New Business:
 - a. Craig Kerrigan commented that he is having a conversation with a group from Fort Collins called Waypoint. They had reached out to him and are interested in opening a Cheyenne office. Kerrigan stated that this group of real estate brokers now manages about 2m sq.ft. in Fort Collins and thinks their integrated products and management might be of interest here. They are looking at a deadline of moving by January 1, 2020.
 - b. Kerrigan also stated that he sits on the Community Development Block Grant Board and has results of a recent survey that include perceptions of downtown. He will be sharing this with the DDA Board.
 - c. Del Lummis asked whether DDA had found a contractor to maintain the overhead lighting on 17th Street. Dugger stated that DDA had reached out to several electrical contractors to get a bid (with the hopes of getting the lighting maintained before CFD), but that everyone was so busy that even the one contractor who had said he would bid ended up not doing so because he had gotten a big job. Lummis said that his son had worked with the original contractor to install the lighting and wondered if DDA would be interested in having him submit a bid to maintain the lighting now. Dugger said, "Yes, absolutely." And asked that he bid the job in the following manner:
 - i. Quarterly check & maintenance schedule
 - ii. Bid with supplying the lights (preferably poly-carbonite bulbs); and
 - iii. Bid with supplying labor only; with DDA supplying the bulbs
 Jeff White stated that under City contracting rules that if DDA could not find a company to bid the job, that a Sole Source contract could be put into place. Lummis said he would check with his son and get back to DDA regarding this possibility.
 - d. Julie Tucker stated that the Denver Post had carried an excellent article on Downtown Cheyenne (one that had been originally been in the Washington Post. Astrid stated that it was great to have such good publicity.
8. Adjournment: Meeting was adjourned at 3:33 pm
9. Next DDA/Main Street Board of Directors meeting: Thursday, August 15th 2019, 3:00 PM, 2nd Floor Conference Room at the Depot, Cheyenne.

Signed: _____



Date: _____

8/15/19

Title: _____

DDA Secretary