



DDA/Main Street

Board Update

April, 2017

Desirée Brothe

Program Director/Interim Executive Director

GENERAL BOARD INFORMATION

- Budget is awaiting final approval in coordination with City's budget and final approvals
- Vote will need to be had to fill the Vice President role on the Board
- 11 applications were received at the Mayor's office for Charlotte's open position; please review applications (if you're interested in doing so) by Friday, April 14th, 2017

EXECUTIVE DIRECTOR SEARCH

- The committee will be holding some initial conversations with a few candidates, but is also sharpening what the new Executive Director role needs to look like, and will be taking their time to make the right choice

WYOMING MAIN STREET

- Wyoming Main Street has received an opportunity to take part in a "*Project for Public Spaces*" Placemaking opportunity. Douglas, WY won the RFP bid for this learning event. This is hosted by National Main Street, and up to two members from each Wyoming Main Street Program will be attending for the two-day learning session in May, just after the National conference.
 - The emphasis is towards efforts for "lighter, quicker, cheaper" projects that help to quickly focus and work through specific challenges of downtown revitalization.
 - Andy and Design committee member Morgan Martin will be attending (Desiree will be out of town)
- The National Main Street Conference is coming up fast, April 27th-May 4th. As previously stated, both Andy and Desiree will be attending to represent Cheyenne this year
 - Wally and Gabe have each selected 2 days to watch the office from 9 am-1 pm—many thanks to them!
- (included in the board packets) Desiree recently submitted the grant for the 2017 Main Street Technical Assistance grant program
 - This funding will go towards a partnership with National Main Street for funding towards market analysis and community development/support of downtown efforts
 - The full grant and more information is found in your board packets for April

CORE TEAM

- This plan is a compilation of plans done over the previous few years; in addition, current challenges for the downtown are taken into consideration and worked through to find strategic, quick, or thoughtful solutions
- Both Wally and Desiree have been attending CORE team meetings to keep up to date on all projects
- As previously mentioned, a new category titled *Move It* has been added, and will focus on transportation and parking issues and opportunities in downtown
- The team all had busy schedules towards the end of March, when we regularly meet, and will be coming together instead in late April

DOWNTOWN PARKING

- Parking meetings will take place on the morning of April 18th, following the MPO presentation to the Planning Commission on the night of the 17th, 6 pm, council Chambers
- These meetings are finalization of the recent parking study/survey and some initial plans for how to better oversee and facilitate parking in the downtown sphere

DOWNTOWN SAFETY

- We sat down with the CPD Sgt.'s Wood and Bower, who are doing the bulk of the hours for downtown patrols. Here's what they reported:
 - Have had conversations with and are already familiar with many of the 'regulars' for downtown transients
 - Most folks have mental issues as opposed to intoxication
 - Bus drivers have changed and are overseeing the procedure for the bathrooms and stairwells in the parking garage
 - Most downtown issues relate to aggressive panhandling
 - We (staff) will keep in regular communication with the Sgt.'s , and are working on communication of this information to the public on a regular basis

WEST EDGE

- Staff has a role in planning the 2017 Edge Fest
- The Civic Center commons project has obviously had a good amount of attention, and Monday night's City council meeting will carry that onto the next direction/steps

WATER FEATURE AND ALLEY MODERNIZATION

- Water Feature design remains complete and ready when funding coincides
- Members of the CORE team as well as City staff and representatives from AVI met Monday 4/10 to discuss the current status of the Alley plans
 - AVI, et. al. have done a great job at initially piecing together what the alley between Carey-Capitol could look like completely redone
 - This forms the basis for the alleys between Capitol-Central, and Central-Warren
 - Final research remains as to how many dumpsters need to exist in each alley, and how often they are utilized; this will help answer how dumpsters could better be contained for the future
 - Conversations in terms of transformer placement, working with Black Hills Energy, and utility burial are also included
 - The next steps are to complete the last two designs, and to then find the next best funding source for this project

PROPERTY DATABASE

- As mentioned, staff and volunteers will be undertaking an update to the entire downtown Business/Property database this summer. It has been roughly five years since this was last completed, and it will be an undertaking:
 - There are anywhere from 500-600 businesses in the district; volunteers/staff will go block-by-block, business-by-business to gather information and data
 - Examples of info/data are: business name; owners; how many employees; how long in business; hours of operation; actual address/other pertinent contact info (yes, this includes email); name of property owner; whether the business is retail/restaurant/professional; etc.
 - We hope to kick these efforts off following Rock the Block, in mid-June, to be complete by roughly CFD

BUSINESS RECRUITMENT/RETENTION

- The ER committee is working on a packet for business recruitment/retention, pulling from the experience of the members on this committee
- This packet will be to aid the new ED once in place, and will be data driven to include market analysis
- Will also coincide with the update to the Business/Property Databases, in that we will have a better understanding of where gaps lie, and what we can recruit

17TH STREET LIGHTING

- (Updates available at the board meeting)

DOWNTOWN TREES

- RFP recipients recently collected and reviewed by the tree committee
- Evergreen Tree Care has been awarded the project and will offer a start date early next week
- Tree work includes replacement and removal of deceased trees and stumps between House and Pioneer Aves, and 15th-17th streets
 - There is a possibility of growing the area for scope of work, as funds and time allows
 - Also looking at adding some tree work into the 17th street scope for this year
- Councilman Laybourn is looking into creation of specific tree ordinances for downtown

FIP/CIG PROGRAMS

- The 2017 FIP program is well underway, with the Design committee reviewing six applications, and advancing four of them
 - the projects are mostly along the 17th street corridor, and will do a lot to dress up that section of downtown
- Just Dandy's CIG application was recently approved to have some upgrades done for their sign; of interest is that they were our first-ever applicant for the program in the mid-90's!

GROCERY/CO-OP CONCEPT

- Website was launched in mid-February, and community interest in seeing this project go forward is continuing to grow
 - For example, Desiree has 40 emails from folks who have filled out the form at the bottom of the website, expressing interest in helping, taking part, and seeing some type of grocery to service the downtown
 - The website is an information hub for the community/committee to keep all up to date
 - If you have not yet visited, go to <http://cheyennegrocerycoop.com/>
- Staff has had some interesting conversations with a couple downtown property owners, as well as folks from the Lincoln Co-housing project about potential locations for the Grocery/Co-op concept
 - There are some real potential for partnerships, and care is being taken to gain a better understanding of what this needs to look like and who can implement what steps

CHEYENNE CREATIVE

- We are skipping Cheyenne Artwalk for the Month of April, and will be focusing on May
- Board packets include some new information on the future of the program, and Desiree will be discussing this briefly and in more depth at the meeting

CHEYENNE MURAL PROJECT

- The Military Mural development continues, and final schematics are being developed between the team of students/artists
- These will be presented the Chamber MAC next week, and the work is slated to begin towards the end of May, hopefully to get through any final snowstorms that we may see

ICE ON THE PLAZA ICE RINK

- A very viable option for the ice rink has been found; Catherine, the committee member working on the research of this, is getting some final cost and deposit quotes as well as dates we can book
- Board direction in terms of final approval for securing a rink rental is needed; would the Board prefer to have this come to the exec team? An email vote? Or, the May board meeting?

ROCK THE BLOCK

- Planning committee has been meeting monthly/bi-monthly as needed
- Bands are mostly secured and will be publically announced closer to the event
- Food vendors, stage, sound, and beverages will be secured in the next couple of weeks
- Hard marketing push end of April/early May