



**Cheyenne Downtown Development Authority/Main Street  
Board of Directors Meeting Minutes**

Thursday, August 16, 2018

3:00 pm, Public Safety Center, 415 W. 18<sup>th</sup>, Cheyenne

The meeting was called to order at 3:04 pm.

**Present:**

Alane West, President	Bruce Heimbuck
Astrid, Vice-President	Dan Holbrook
Jonathan Savelle, Secretary	Del Lummis
Steve Borin, Treasurer	Jeff White, City Council Rep
Linda Heath, Ex-Officio Laramie Co.	

**Absent:** Lisa Pafford, Ex-Officio City of Cheyenne

**Staff Present:** Vicki Dugger, Esther O. Gonzales

**Guests:** Councilman Richard Johnson, Byron Matthews, Julie Tucker, CJ Young, Glen Garrett, Amy Mahoney.

1. Consent Agenda: Approval of July Minutes and Financial Report. Motion made by Bruce Heimbuck and seconded by Jeff White. No discussion. Motion passed unanimously.
2. President's Report: Alane West provided the following report:
  - a. The Executive Committee has met twice over the past month to look at needed updates for Bylaws and operational policies. West is very pleased with work of the committee.
  - b. Mayor Orr is currently accepting applications for a vacant DDA Board position. West encouraged Board Members to recommend good applicants to apply.
  - c. The Executive Committee will be convening next May to put together a slate of officers to present to the Board in June 2019. Election of officers will occur in July 2019 as per Bylaws.
  - d. Astrid has agreed to be the liaison from the Board to work with DDA staff on a Halloween event for downtown.
  - e. Bruce Heimbuck and Jonathan Savelle have agreed to create the framework for Vicki Dugger's job review that will take place next February (with her one-year anniversary on March 1<sup>st</sup>). They will bring their recommendations for the review to the Board for approval.
  - f. The Executive Committee will be taking a look at check disbursement policies for DDA, as Steve Borin was sent a phony invoice from Alane. This was clearly a case of attempted fraud and the issue has been reported to the CPD. West stated that it's important DDA have good financial disbursement policies in place.
  - g. Thanks to Esther Gonzales for her great work in putting together Board binders. West stated the binders include contact information for Board Members as well as information on upcoming October/November Work Session topics to help prepare for the February budget process – along with other pertinent information. West asked that each Board Member become familiar with the information provided.

- h. Mill Levy Campaign: West stated that the DDA Mill Levy would be up for renewal in November 2018 and asked Councilman Jeff White to serve as a liaison between DDA and the City. Jeff has agreed to do this and stated that this ballot initiative must be undertaken as a special election because of its unique nature where property owners within the district are those who vote. He also said the election doesn't have to take place in November (it did last time). Linda Heath stated that the election should be carefully coordinated and timed with the Assessor's Office. White agreed saying coordination must take place among DDA, the City Clerk and the County Assessor and that two questions must be answered early on:
  - i. Does the DDA Board want to add more Mill Levy to the ballot (it is currently at 20)?
  - ii. Does the DDA Board want to expand the district? This would entail going through the Governing Body process.

White also stated that it is important that the Board understand that DDA CANNOT LOBBY for the Mill Levy but can EDUCATE through presentations and outreach. When asked by Astrid, what constituted a Mill? The answer: 1 Mill = \$1 assessment on every \$1,000 of assessed property value.

Dugger weighed into the conversation by stating that it might be a good idea to consider implementing a new Tax Increment Financing District on the West Edge as now would be the time to do it – at the beginning of the planned improvements. She stated this is the opportune time to be thinking about how/whether this should move forward, in conjunction with the Mill Levy vote. Councilman Richard Johnson provided a clear background on why the TIF District was allowed to expire and the Mill Levy increase from 10 to 20 in 2015. This information was helpful from institutional and planning points of view. West stated the Board would be looking at this in more depth at the upcoming Work Sessions set for October 9<sup>th</sup> & 15<sup>th</sup> and November 7<sup>th</sup>.

- 3. Director's Report: Vicki Dugger provided the following report:
  - a. H2: A lot of time and effort on this project has culminated in the signing, that day, of transferrable options by LEADS & Cheyenne Development Partners (Dave Hatch). Dugger stated that option moneys were disbursed through a check (LEADS) and a cashier's check (Hatch) and that she was working closely with Amy Mahoney of David Pope, CPA to ensure careful tracking and accounting. Dugger stated DDA had received input from their legal counsel on both the options and RFQ/RFP and had gotten input from the City's legal counsel regarding the RFQ/RFP. She also outlined the timeline for the RFQ process, saying the RFQ/RFP would "hit the streets" next Monday (August 20) and the deadline to receive Statements of Qualifications set for October 15, 2018. Dugger stated now this part is done, the next steps will be to create the scoring system for the project. Jonathan Savelle offered to help create weighted scoring for the project. The group also discussed the make-up of the Technical Committee and Community Committee who would be evaluating qualifications and proposals.
  - b. DDA Business Development Specialist Position: Dugger stated that she has revamped the job description (formerly Project Manager) into a more focused Downtown Business Development Specialist position to work with property owners and business owners in trying to better cluster complementary businesses to make for a better pedestrian and shopping experience. She said this is a real need and wanted to focus staff to undertake this. She stated the deadline to apply is August 31<sup>st</sup> and that she is getting a good response so far.
  - c. Related to the change in job description, Dugger stated that she is moving forward with morphing the existing Economic Vitality Committee into a Development Committee that

would take on setting the procedures and priorities for future development initiatives. She stated the existing EV Committee members had been encouraged to participate in this reformatted committee.

4. Historic Preservation: CJ Young reported:
  - a. Tour the Legend (Sept 22<sup>nd</sup>) has added the basement of the Plains Hotel as a stop with the goal of this tour to see things that are 'often out of sight'. Cost per person for the tour is \$20.
  - b. Work and fundraising continue on the airport fountain.
  - c. November 10<sup>th</sup> is the fundraising dinner with the aviation theme.
  - d. Historic Preservation award nominations are open for the Dubois and De Klerk Jones awards. Young suggested DDA let people know and encourage applications.
  - e. Historic Preservation will be starting a new fundraiser by selling historically themed Christmas ornaments – each featuring a different Cheyenne treasure each year.
5. West Edge: Councilman White provided a quick update, inviting everyone to come out on August 25<sup>th</sup>, from 6-8:30 pm, and support Edge Fest.
6. Downtown Development Foundation: Dan Holbrook stated there was no report.
7. Laramie County: Linda Heath gave the following update:
  - a. The primary election is taking place next week and encouraged those who have not voted to do so – and those who are voting via absentee ballot mail them in a little early.
  - b. May's Sixth Penny collections were especially good, coming in at \$2.64m.
  - c. Run the Legend marathon is slated for September 23<sup>rd</sup>. It will begin at the Archer Complex and end at the Depot; this marathon is a qualifier for the Boston Marathon and is getting a lot of interest from around the country.
8. Connecting the Dots:
  - a. Alane West asked Councilman White if he would mind following up with Mayor Orr regarding the City's plan on coordinating downtown work on the upcoming WYDOT project. He agreed to do this.
  - b. Esther Gonzales gave a report on graffiti; framing the issue and discussion within a broader initiative to work with the City to create a model graffiti ordinance, specific to downtown as a pilot project with a 2-year life span. A meeting was held with Councilman Roybal, Alane, and Esther to discuss the City's interest in moving such an ordinance forward. Alane also stated the DDA Board should also be thinking about whether graffiti removal should be included in the mission and upcoming budget as these discussions move forward. The question arose: what about the Clean & Safe Team taking on this issue? West stated this group is understaffed and does not have the budget for additional duties. A discussion also took place regarding the best products/methods for the removal of graffiti.
9. Main Street Updates:
  - a. Design Committee: Dugger stated this committee would remain unchanged. She stated that existing projects are moving forward.
  - b. Economic Vitality: Dugger reiterated (from her Director's Report) that this committee would be morphing into a Development Committee and that all EV Committee members have been invited to participate; with interest to do so.

- c. Promotions: This committee will also remain the same. Alane West asked about staffing for the Ice Rink and Dugger stated that DDA staff is already thinking about the best way to do this.

10. New Business:

- a. Proposed Bylaws Amendment: The proposed changes to the DDA Bylaws were included in the Board packet prior to the meeting. Alane West stated the wording in the second sentence of the proposed update should be amended to read “board member” instead of “director”. Astrid made the motion to amend the Bylaws as presented (and amended). Councilman White seconded the motion. No discussion among Board Members. Glen Garrett asked for, and was provided, an overview of the amendment and why it was needed. Motion passed unanimously. Reminder: updated Bylaws need to be filled with City Clerk.
- b. Astrid stated that she is gathering information to share with the Board for the upcoming 2019 National Main Street Conference that will take place March 25-27 (in Seattle). She will pass along info regarding scholarships as soon as she gets it and suggests that everyone interested in going coordinate so that all scholarship applications are submitted at once.
- c. Dugger brought forward the request from the Forward Greater Cheyenne group for a DDA Board Member to participate on the “next steps forward” committee that’s being formed to explore if/how to move forward with recommendations from Market Street (contractors for the FGC project). She stated the next meeting would take place on August 30<sup>th</sup>, from 8-10 am at LCCC but didn’t know how much additional time the committee requirement would be. Bruce Heimbeck volunteered to represent DDA in this endeavor.
- d. Councilman Johnson provided an update on the Splash Pad stating that the City had drafted an RFP for design/build. He also asked the DDA Board to reach out to their networks and groups to help raise the last portion of the money needed. To date, \$200-210K has been donated or pledged; with around \$95k more to raise. He also invited the Board to attend the dedication of the refurbished fire bell at Station #2. The dedication will take place on September 9<sup>th</sup> at 9:11 am (in honor of 9/11).

11. Adjournment: Meeting was adjourned at 4:15 pm.

12. Next DDA/Main Street Board of Directors Meeting: Thursday September 20, 2018, 3:00 p.m.  
Location: TBA (looking at Public Safety Building).