



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

Thursday, August 16, 2018

3:00 pm

**Note Different Location: Public Safety Center, 415 W. 18<sup>th</sup> Street, Cheyenne**

**Call to order:** Alane West, President  
Astrid, Vice President  
Del Lummis  
Bruce Heimback  
Ex-Officio: Linda Heath, Laramie County Commissioner  
Lisa Pafford, City Representative

Jonathan Savelle, Secretary  
Steve Borin, Treasurer  
Dan Holbrook  
Jeff White, City Council Representative

**Consent Agenda:**

1. Approval of July 19<sup>th</sup> Board Minutes
2. Treasurer's Report: Payables: \$11,854.15

**Standing Committee & Supporting Organization Reports**

President's Report – *Alane West*  
Director's Update – *Vicki Dugger*  
Historic Preservation – *CJ Young*  
West Edge – *Dave Teubner*  
Connecting the Dots & Opportunities – *Alane West*  
Downtown Development Foundation- *Dan Holbrook, DDF- Secretary*  
Laramie County Commissioner's Report – *Linda Heath*

**Main Street Committee Updates**

Design Committee – *Brian Beadles*  
Promotions Committee –  
Economic Vitality -

**New Business-**

**Proposed Bylaws Amendment: Updating Conflict of Interest Section – *Alane West***  
**Main Street Conference March 25-27, 2019 - *Astrid***

**Adjournment**

**Next DDA/Main Street Board of Directors Meeting: Thursday, September 20, 2018, 3:00 PM, Public Safety Center, 415 W. 18<sup>th</sup>, Cheyenne**



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

Thursday, July 19, 2018

3:00 pm, Cheyenne Depot, 2<sup>nd</sup> floor conference room

The meeting was called to order at 3:02 pm.

**Present:**

Bruce Heimbeck, President	
Alane West, Secretary	Jonathan Savelle
Del Lummis	Steve Borin
Jeff White, City Council Rep	Dan Holbrook
Astrid	Linda Heath, Ex-Officio Laramie Co
Lisa Pafford, Ex-Officio City of Cheyenne	

**Staff Present:** Vicki Dugger, Desirée Brothe, Esther O. Gonzales, Fatma Inal-Falls

**Guests:** CJ Young, Glen Garrett, Dave Tuebner and Julie Tucker.

1. Consent Agenda: Approval of June Minutes (June 21<sup>st</sup> & 25<sup>th</sup>) and Financial Report. Motion made by Alane West and seconded by Jeff White. No discussion. Motion passed unanimously.
2. Awareness messages: Bruce quickly highlighted two activities DDA is involved during CFD which includes a DDA float promoting downtown for the parade, and the Downtown Hoedown on July 26<sup>th</sup>. He suggested that any board member who is able to participate in these activities should.
3. Election of DDA Officers: Bruce began the process by saying that because of the timing of this election that there was not time for the executive committee to present a slate for consideration and, in light of this, he would entertain nominations from the floor. Jonathan Seville nominated Bruce Heimbeck for President, Del Lummis seconded the nomination. Steve Borin nominated Alane West for President, Astrid seconded the nomination. For the Vice-President position, Alane nominated Astrid; Dan Holbrook seconded the nomination. For Secretary, Alane nominated Jonathan Savelle; Jeff White seconded the nomination. For Treasurer, Astrid nominated Steve Borin; Bruce Heimbeck seconded the nomination. Secret ballots were cast by voting members of the board with Bruce Heimbeck and Alane West receiving a tie vote for President. All other executive board members were elected as nominated. Following the tie vote, Alane and Bruce were each given three minutes to make their case for being elected. Astrid made comments on Alane's behalf and Bruce spoke for himself. Bruce also stated that it would make sense to postpone the election until the existing board vacancy is filled if there was another tie vote. A second secret ballot was cast and Alane West was elected DDA President.
4. Once the election was over, Bruce Heimbeck handed the meeting over to Alane.
5. Conflict of Interest Statements: Vicki Dugger reminded those who had not already signed (and had notarized) their Conflict of Interest Statements, to please do so as quickly as possible as it is an

annual board requirement. (Bruce had handed blank statements out prior to the beginning of the meeting.)

6. President's Report: None.
7. Director's Update: Jeff White provided an update on the Hynds/Hole Project (as requested by Dugger) and he reported that Monday is the final vote by Council to approve the H2 Plan. Alane also stated that she is handling all leads/contacts for the project and asked if anyone had any to please email them to her. Dugger stated that the first "heavy lift" of this project is almost complete and Del Lummis asked what the next hurdles would be. Dugger stated that DDA is at 95% completion with the RFQ/RFP process; with DDA and City legal counsels to review. Alane stated that once this is finalized, it will be important to get the RFQ/RFP out as soon as possible. Concurrently, DDA will be signing the transferrable options with both property owners (and the clock starts ticking). Del asked what kind of timeline DDA would be looking at once this happens and Alane stated that it might take two years to get to ribbon cutting. Del suggested that it might be a good idea to have a local contractor as part of the review process. Dugger agreed this would make sense for the secondary review process. Dugger then provided an update on DDA projects, including the Cowboy Triangle for CFD, "Downtown Hoedown" and the "Welcome Rodeo Fans" signage that DDA had created and gotten out to downtown business owners. She also stated that she will be attending a week-long class on tax increment financing, bond financing and tax incentives in Pittsburgh in early August and had gotten a scholarship to do so (with DDA responsible for travel, meals & lodging).
8. Historic Preservation: CJ Young reported that "Tour the Legend" planning was moving ahead and that the Transportation Dinner (w/an aviation focus) was slated for November 10<sup>th</sup>. He also stated that 88,000 lbs. of scrap metal had been donated and \$3,000 raised through that effort. He stated this effort was still underway.
9. West Edge: Dave Tuebner reported on activities taking place in the West Edge, including the Civic Center Commons project and West Edge Collective project. He also stated the Reed Avenue Corridor project would be moving to 100% design phase (through the MPO issuing an RFP for this phase of the project). As for his project (Warehouse 21's new development), Tuebner stated that they will be breaking ground October or November, but that recent hikes in steel prices are complicating the project. He also stated that the Dineen's housing project is moving forward with an exploration of how many units of housing to build. He also stated that the building at 17<sup>th</sup> and O'Neil will be transitioning to mixed use (with residential above and commercial on the ground floor). Finally, he said there is a lot of interest and excitement over the Edge Fest line-up this year; with a slight worry of how many people might show up.
10. Downtown Development Foundation: Alane West stated that after a few months of inactivity, DDF had initiated a phone conference and elected officers, including: Alane West, President; Tim Ostic is Vice-President; Wally Erickson, Treasurer and Dan Holbrook, Secretary. She also stated that DDF has funds of approximately \$6,000 and will be looking for ideas on how to best spend these monies to compliment DDA efforts. She stated that perhaps, it might be to fund pedestals for temporary art installations on 17<sup>th</sup> Street.
11. Connecting the Dots: Alane stated that she is working with Jeff White on the "connecting the dots" concept to help gain support. She also stated that with the upcoming WYDOT project and in a

meeting with the Mayor, there are a lot of opportunities to move ahead. She stated that it will be important to decide how to approach the evaluation process for the prioritization of projects.

12. Brownfield Report: Alane provided an update that a grant to the City of Cheyenne from the EPA (\$1,000,000) had been extended and that the committee is now working on the policy manual. This will be a good program for downtown with 0-3% interest loans and grants to non-profits. She said people who are interested could contact Lisa Pafford with the City or herself.
13. Laramie County Commissioner's Report: Linda Heath stated that county construction projects are moving forward and that the recent Ranch Rodeo, Mud Volleyball and Bulls & Barrels events had been extremely successful. She also stated that new county fire equipment and facilities were coming online, which is very important. She also stated the July report (for May sales tax) for the 6th Penny was \$1.84m; with this quarter looking very good.
14. Main Street Updates:
  - a. Design Committee: Desiree provided a quick update saying National Park(ing) Day would be coming up as a Placemaking activity. Glen Garrett also stated the new sign on Chronicles Distillery looked great (it had received a CIG grant from DDA).
  - b. Economic Vitality: Desiree stated that the EV Committee is working on a Pop-Up Shop concept and business succession planning.
  - c. Promotions: Desiree said the Promotion Committee is working to update event policy forms and that the committee had given a \$1,000 grant to Edge Fest.
15. New Business: Astrid stated she is working on two possible events at The Plains (Lindburgh & Hemmingway themed) and is interested in DDA helping promote.
16. Adjournment: Meeting was adjourned at 4:03 pm.
17. Next DDA/Main Street Board of Directors Meeting: Thursday August 16, 2018, 3:00 p.m. Location: TBA (looking at Public Safety Building).

**CHEYENNE DOWNTOWN DEVELOPMENT ASSOCIATION**

**PREPARED FINANCIAL STATEMENTS**

**JULY 31, 2018**

**DAPCPA Pope & Jackson, Inc.**  
1712 Carey Avenue, Suite 100  
Cheyenne, WY 82001

# Downtown Development Authority/Main Street

## BALANCE SHEET

As of July 31, 2018

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000-00 Cash Box	52.00
1070-00 Wells Fargo Operations 2778	472,282.26
1110-00 Wells Fargo Restricted 9104	293,697.76
1120-00 Paypal	19.02
1200-00 WGIF	479,098.79
<b>Total Bank Accounts</b>	<b>\$1,245,149.83</b>
Other Current Assets	
1300-00 Receivable - Niemann & Sons Inc	6,606.83
1300-02 Recievable - Bella Fuoco	2,562.01
1300-03 Receivable - Downtown Hub	4,456.01
1310-00 Current Portion N/R	10,553.90
1320-00 Note Receivable	13,681.00
1350-00 Mill Levy Taxes Receivable	1,735.25
<b>Total Other Current Assets</b>	<b>\$39,595.00</b>
<b>Total Current Assets</b>	<b>\$1,284,744.83</b>
Fixed Assets	
1550-00 Office Equipment	34,302.00
1560-00 Leasehold Improvements	5,500.00
1570-00 Ice Skating Rink	38,550.00
1600-00 A/C Depreciation	-39,503.81
<b>Total Fixed Assets</b>	<b>\$38,848.19</b>
<b>TOTAL ASSETS</b>	<b>\$1,323,593.02</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	6,295.37
<b>Total Accounts Payable</b>	<b>\$6,295.37</b>
Credit Cards	
1400-00 ED Card 8495	1,139.59
1400-01 Desirees Card - 1803	132.42
1400-03 Esther CC 7831	1,521.75
1400-04 Fatma CC 7849	206.41
Andy Hogan's Card - 7202	-0.10
<b>Total Credit Cards</b>	<b>\$3,000.07</b>
Other Current Liabilities	
2100-00 Federal/FICA Payable	3,153.00
2120-00 Workers Comp / Unemployment Payable	547.71
<b>Total Other Current Liabilities</b>	<b>\$3,700.71</b>

	TOTAL
<b>Total Current Liabilities</b>	<b>\$12,996.15</b>
Long-Term Liabilities	
2300-00 Notes Payable - Joint Powers Board	-21.16
2700-00 Unearned Revenue - Parking Garage	3,025.00
3001-00 Deferred Revenue - Mill Levy	1,735.25
<b>Total Long-Term Liabilities</b>	<b>\$4,739.09</b>
<b>Total Liabilities</b>	<b>\$17,735.24</b>
Equity	
3300-00 Committed	97,378.20
3300-01 Committed-FIP	232,151.31
3300-02 Committed-CIG	4,300.50
3300-03 Committed-Sponsorship	2,500.00
<b>Total 3300-00 Committed</b>	<b>336,330.01</b>
3400-00 Unassigned	69,452.32
3500-00 Restricted	390,000.00
Opening Balance Equity	24,393.00
Retained Earnings	517,507.66
Net Income	-31,825.21
<b>Total Equity</b>	<b>\$1,305,857.78</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,323,593.02</b>

# Downtown Development Authority/Main Street

## PROFIT AND LOSS BY CLASS

July 2018

	CITY CONTRACT	MILL LEVY	UNASSIGNED	TOTAL
<b>Income</b>				
4050-00 Mill Levy		6,672.42		\$6,672.42
4100-00 Tax Increment Financing			103.71	\$103.71
4210-00 Interest Income Operating			17.12	\$17.12
Uncategorized Income			8.46	\$8.46
<b>Total Income</b>	<b>\$0.00</b>	<b>\$6,672.42</b>	<b>\$129.29</b>	<b>\$6,801.71</b>
<b>GROSS PROFIT</b>	<b>\$0.00</b>	<b>\$6,672.42</b>	<b>\$129.29</b>	<b>\$6,801.71</b>
<b>Expenses</b>				
5020-00 Insurance	350.50			\$350.50
5050-01 Personnel - Wages	18,133.34			\$18,133.34
5050-03 Payroll Expenses	1,387.20			\$1,387.20
5050-04 WY Unemployment Expense	1,794.81			\$1,794.81
5050-05 Staff Expense	61.98			\$61.98
5150-00 Conference / Continuing Education	1,217.43			\$1,217.43
5300-01 Equipment, Supplies, & Utilities	1,561.07			\$1,561.07
5350-01 Professional Services - Acct	495.00			\$495.00
5350-03 Professional Services - Legal	887.53			\$887.53
5360-00 Credit Card Fees	162.34			\$162.34
5360-01 Bank Fees	31.00			\$31.00
5400-00 Board Expenses	105.75			\$105.75
5650-01 Capital Improvement Grants		6,100.00		\$6,100.00
5700-01 Planter Contract		256.39		\$256.39
5900-13 Improve Resources to Property Owners, Developers & Retailers	1,461.73			\$1,461.73
5950-01 Banner Replacements	86.42			\$86.42
5950-03 Consumer Print Ads	1,563.05			\$1,563.05
5950-04 Directory/Brochures Printing	15.26			\$15.26
5950-09 DDA Events	3,385.39			\$3,385.39
5950-11 Ice Rink for Christmas	120.00			\$120.00
6200-00 DDA/MS Committees	24.99			\$24.99
<b>Total Expenses</b>	<b>\$32,844.79</b>	<b>\$6,356.39</b>	<b>\$0.00</b>	<b>\$39,201.18</b>
<b>NET OPERATING INCOME</b>	<b>\$ -32,844.79</b>	<b>\$316.03</b>	<b>\$129.29</b>	<b>\$ -32,399.47</b>
<b>Other Income</b>				
Dividends Earned			752.63	\$752.63
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$752.63</b>	<b>\$752.63</b>
<b>Other Expenses</b>				
5600-00 Depreciation			178.37	\$178.37
<b>Total Other Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$178.37</b>	<b>\$178.37</b>
<b>NET OTHER INCOME</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$574.26</b>	<b>\$574.26</b>
<b>NET INCOME</b>	<b>\$ -32,844.79</b>	<b>\$316.03</b>	<b>\$703.55</b>	<b>\$ -31,825.21</b>



## DDA/Main Street

Staff Report

August 16, 2018

Report Compiled By: Vicki Dugger, Fatma Inal-Falls & Esther Gonzales

### ORGANIZATIONAL, PROJECT & DISTRICT UPDATES

#### H2 PROJECT

- The City has passed both the resolution approving \$750k towards the project (w/conditions), along with the plan. Options and RFQ/RFP are being finalized and being vetted by DDA legal counsel. The DDA board is invited to come into the office to look over the RFQ/RFP and provide comments this week. The goal is for it to go out the week of August 20<sup>th</sup>.

#### BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: Prairie House Home Goods, Wyoming Music, Capitol Grill
- Coming: Chronicles Distillery (Asher Bldg), Esther's (new sister restaurant to Bella Fuoco; across the street)
- No Closings.
- Net business openings (since July 1st): 4

#### BUSINESS & PROPERTY DEVELOPMENT INITIATIVES & TRAINING

- Dugger just returned from a week-long training on Tax Credit Programs, Tax Increment Financing, and Revolving Loan Funds. The training was excellent and presented by the national Council of Development Finance Agencies.
- DDA brought together a meeting among the Wyoming Business Council, LEADS, DDA and two principals of Tuore, a locally based (downtown) technology business that is getting ready to explode with growth due to new patents on medical devices. The company will be looking for support in helping keep operations in Cheyenne rather than moving it to Kima, TX (near NASA) where the stockholders reside.

#### DEVELOPERS' TOOL-KIT

- DEVELOPERS' TOOL-KIT: Over the past month more work on the Developers' Tool Kit has taken place (following Robert Briggs' departure). It is now temporarily back on the back burner in order to finalize the H2 RFQ/RFP and options.

#### BUSINESS DEVELOPMENT SPECIALIST POSITION & COMMITTEE CHANGES

- Dugger has revamped the existing Program Manager job description (Desiree's position) into that of Business Development Specialist. The change in direction will give DDA the skill set needed to actively recruit and help cluster downtown businesses. This position will also take coordinate two of the existing Main Street Committees that Desiree was handling: Design & Promotion. In addition, a new Development Committee will be taking the place of the existing Economic Vitality Committee. (Existing members of the EV Cmte have been invited to participate in the new Development Committee.) The Development Committee will be tasked with guiding the process and procedures surrounding DDA's development activities.

#### REBRAND PROJECT

- Continues in process; have not yet received any proposed design updates.

#### RERIDE PROJECT

- Continues through summer.

#### SHOP SMALL SATURDAY – NOVEMBER 24

- Fatma has started planning for Shop Small Saturday. This year, we are forming “Shop Small Team/Committee” and adding a few workshops including *How to Increase your Curb Appeal*, *How to Utilize Social Media for Your Day*, “Best Practices” B2B to make the day memorable both for business owners and customers.
- Currently making phone calls and sending e-mails to recruit resourceful individuals including successful business owners and retail experts to take part at the Shop Small Team.

#### MARKETING & PR INITIATIVES

- The “Downtown Cheyenne” map brochure was well received. We continue to hand out these out to individuals and businesses to share with patrons.
- The second quarter e-newsletter was sent out on August 1. We have been getting good feedback from it; people appreciate seeing the updates.
- In addition to #DowntownBusinessSpotlight social media campaign, we now launched #NewBusinessAlert campaign sharing new business openings on social media, as well as on e-newsletter, and calling the community members to visit them.
- Our improved events page on Facebook is getting good feedback, increasing page visits, followers and likes. We continually search for events happening on social media to add to our page and call on the community to share them with us to help shift the stigma “nothing is happening in downtown” to “things are happening downtown!”.

#### STAFF-LED NEW INITIATIVES & TRAINING

- Internally, DDA staff are working on the following:
  - Esther and Fatma attended the Connect to Women Conference last week to train, connect and network with fellow Wyoming women from all professions.
  - “Cheyenne Summer” white whiskey, a special run whiskey created by Pine Bluffs Distilling that features downtown on the label & in the “story”. The limited-edition product could be bought in local liquor stores! The goal of this project was to help raise awareness of, and sales in, downtown.
  - “Welcome Rodeo Fans” signs were passed out to downtown businesses to post in their windows for CFD.
  - “SHOP DOWNTOWN” was the theme for the DDA float for CFD parade(s). Staff, ED and spouses worked hard to design, paint and install the historic themed float. DDA was able to attend two parades. Due to severe weather, the float was partially damaged and could not participate in the last two parades. We will continue attending the parades as the CFD parade is in our district.
  - “Downtown Hoedown” Unfortunately, due to severe thunderstorms in the area the DDA had to cancel the event for the safety concerns of the patrons.
  - DDA contracted with CFD to run the downtown leg of the Cowboy Triangle this year during the rodeo. Extensive marketing for both the Hoedown and the Cowboy Triangle was implemented to bring more visitors downtown. Business owners were extremely pleased with the high volume of shoppers.
  - Esther continues to work with CPD and business owners to combat graffiti in our downtown. DDA will be working with board members and Councilman Roybal to help come up with an ordinance to fight this city-wide problem.
  - Esther is working in conjunction with the city to hold its first downtown annual Halloween festival on Saturday, October 27. More details to come.
  - DDA held a small going away party for Desiree to tell her thanks and wish her goodbye. We will miss her dearly.

<b>MAIN STREET COMMITTEE UPDATES</b>
<b>DESIGN</b>
<ul style="list-style-type: none"> <li>This committee is on short hiatus until new staff member is hired.</li> </ul>
<b>FIP/CIG PROGRAMS</b>
<ul style="list-style-type: none"> <li>These programs are moving forward.</li> <li>St. Paul's work is going smoothly</li> <li>The 17<sup>th</sup> street and 18<sup>th</sup> street properties will be working on their projects soon.</li> </ul>
<b>ECONOMIC VITALITY</b>
<ul style="list-style-type: none"> <li>This committee will be merging into a new Development Committee. It is on hiatus until the change takes place.</li> </ul>
<b>MICRO-LOAN</b>
<ul style="list-style-type: none"> <li>Borrowers with loans are all making payments. The Array School of Technology closed out their loan this month. These businesses still have loans: Bella Fuoco, Niemann's Music &amp; Downtown Hub (now out of business). Niemann's &amp; Downtown Hub are behind in their payments. Downtown Hub is now out of business and the owner has changed his phone number without letting DDA know. We continue to try and contact.</li> </ul>
<b>PARTNERSHIP UPDATES</b>
<b>CORE TEAM TEAM (made up of DDA, LEADS, Chamber, and Visit Cheyenne)</b>
<ul style="list-style-type: none"> <li>The CORE Team, lead by Darren Rudlof of Visit Cheyenne, are requesting the City now begin the process to go out for Design/Build Services for the splash pad. Funds are still being donated for the project.</li> </ul>
<b>FORWARD GREATER CHEYENNE</b>
<ul style="list-style-type: none"> <li>The consulting group leading this project has suggested that LEADS &amp; the Chamber thinking about merging; and have Visit Cheyenne &amp; DDA be included in this new framework, at least in co-office location since both VC &amp; DDA have very different funding mechanisms. The boards of LEADS &amp; the Chamber will need to decide how to move the recommendation for their merging forward.</li> </ul>
<b>WYOMING MAIN STREET/NATIONAL MAIN STREET</b>
<ul style="list-style-type: none"> <li>No updates this month.</li> </ul>

## **Current Conflict of interest section in the bylaws**

### Section 7. CONFLICTS OF INTEREST

Conflicts of interest for the Board are as set forth in W.S. 15-9-220 and City Code Chapter 2.76. No board member or employee of the Board shall vote or otherwise participate in any matter in which he or she has a specific financial interest, defined as a matter in which the member or employee would receive a benefit or incur a cost substantially greater than other property owners within the district. When such interest appears, the Board member or employee shall make such interest known, and refrain from voting on or otherwise participating in the particular transaction involving such interest. The minutes of each meeting wherein any matter in which a member or employee has a specific financial interest is approved or disapproved shall reflect the member's or employee's disclosure of such interest, the lack of influence on the decision making process and the abstention from voting of such interested Board member. Willful violation of the provisions of this section constitutes grounds for dismissal subject to the provisions of Wyo. Stat. Section 15-9-206(d).

Once a year, all Board members and Board employees will sign a document confirming that they have reviewed and W.S. 15-9-220 and City Code Chapter 2.76. By signing this document, members will certify that they understand their individual responsibility under W.S. 15-9-220 and City Code Chapter 2.76 to disclose all existing or suspected conflicts of interest to the Board, and to abstain from participating in Board discussion or recuse themselves from Board action when appropriate.

### **Proposed change in the conflict of interest:**

1. Insert this section into the bylaws as second sentence.

Owning property or a business in the Downtown Development Authority's designated district is not in and of itself a conflict of interest.

2. Insert this sentence in the bylaws before the sentence starting with "The minutes of each meeting".

The presence of the director who has a conflict of interest shall not be counted as present for constituting a quorum for the voting on the motion in which the conflict of interest resides.