



Cheyenne Downtown Development Authority/Main Street

Board of Directors Meeting

June 9, 2016

3:00 pm, WBC Becker Board Room

Board: Hans Seitz, *President*

Dr. Mark Rinne, *Vice President*

~~Wally Erickson, *Treasurer*~~

Dave Ohde, *Secretary*

Gabriel Pina

Buck Holmes

Dave Tuebner

Charlotte Powers

Alane West

Will Hardin

Brandon Cammarata

Staff:

Amy Surdam, *Executive Director*

Ginny Olson, *Administrative Assistant*

Desirée Brothe, *Program Manager*

Guests:

Samuel Weinstein; Richard Johnson; Becky Orr; Glen Garrett; Blithe McAndrew; Lorraine Grigsby; Steve McDonald

Mr. Seitz called the meeting to order at 3:04 pm.

Consent Agenda

Mr. Pina moved to approve the Consent Agenda in its entirety, including payables in the amount of \$22,617.25, transfers to operating in the amount of \$0, and payroll in the amount of \$12,000.00. Ms. West seconded the motion. Motion carried.

Historic Preservation Board—Blithe McAndrew

Next Meeting will be June 14, 2016. A consultant has been chosen to work on updating the Downtown Historic District. Ms. McAndrew will keep the DDA Board of Directors updated as more information becomes available.

West Edge Project Update—Brandon Cammarata, Director of Planning and Development

Ms. Surdam introduced Brandon Cammarata and his report on the West Edge District project as a representation of the partnership of the DDA and City of Cheyenne on this project. Surdam stated she has included the West Edge Project Update as an item that will be on each month's agenda for the Board of Directors. There will be a Public Open House June 23rd, 2016 at 6:30 p.m. in the Cottonwood Room of the Laramie County Public Library to meet the design team and explore displays for the Civic Commons Park. A visual presentation depicting an Overview of the foundation of the project was then shown to those in attendance. Funding for the project and infrastructure is in place. Cammarata spoke on Economic Development Revitalization of the project installing key elements: 1) Taxpayers have approved lower capitol basic leverage for this through grants; 2) storm water management tools and

opportunities; 3) Brownsfields with 110+ years usage providing for assessment of privately owned properties; 4) Revolving loan funds for addressing these problems. Successes so far experienced include grant money secured and the private sector reacting favorable to walkable green space. Because of its proximity to the downtown area, opportunities are there for different types of investments for economic development.

Core Update – Amy Surdam, Executive Director

An Abandoned Building Team has been formed consisting of these members: Amy Surdam, and Gabriel Pina, DDA; Annette Williams and Jeff White, Cheyenne City Councilmen; Brandon Cammarata and Bruce Wilson, City Planning; Byron Matthews, City Fire Dept. The Team has met once and looked at ordinances from other towns as well as past abandoned building enforcement in Cheyenne. The Team will meet weekly for a while to address this issue and draft an ordinance that would have public buy in and not be construed as punitive.

Downtown Development Foundation—Alane West

West reported the Foundation met yesterday (June 8, 2016) via phone. The Foundation is awaiting an invoice from the DDA for the WAC grant award supporting the shared artists work space.

DCBC – Gabriel Pina

DCBC has completed a walking map of downtown. Besides performing several Red Ribbon Openings, the group has committed to setting up a booth at Friday Nights on the Plaza to promote shopping and dining downtown on Friday Night. A map and specials offered by businesses are handed out. DCBC is working with the DDA on the Cowboy Triangle map with securing sponsored advertisements to pay for the bus fare of \$1.50 and the printing of the maps.

Organization – Gabriel Pina

The Organization Committee will be meeting Friday, June 17th, 2016 at the DDA office. Eight or nine people have been invited to come to hear what the Organization Committee is all about. Pina hopes that by giving the possible members a clear outline of the committee's responsibilities to the DDA Main Street, the Organization Committee will soon function with committed committee members.

Design – Dave Ohde

The ash trees needing sprayed for the winged beetle have been identified by the City Forester and should be sprayed this week by the company submitting a proposed amount of \$225.00. A CIG grant covering the cost of awnings for Bella Fuoco Wood Fired Pizza on Warren Avenue has been approved. The Façade Improvement Program received six applications and has shortlisted four properties: The Hynds Building, Majestic Building, The Historic Atlas Theatre, and St. Mark's Episcopal Church. These four will have their final application due in August. An RFP has gone out to two firms responding to the prior FIP program to do the design work on the selected applications.

Ohde brought forward the design work on the Depot Plaza water feature which would run in the 15 -18 thousand dollar range and the idea of using CIG money left in the FY2016 budget. Ohde then moved to reallocate \$20,000.00 from the CIG budget line item to the water feature line item to cover the design work needed. Motion seconded by West. Ms. Surdam confirmed the fact of line item for water feature has \$3,000 in it already so the additional \$20,000 would bring the total in that line item to \$23,000. Ohde added the Design committee had discussed this reallocation and realized that the water feature was a prioritized item in the Core Plan. The committee was in support of this reallocation of money. The motion on the table carried unanimously.

Promotion—Charlotte Powers

Ms. Powers began her report with the dates for the Ice Rink. Set up will be Dec. 14th and tear down Dec. 30th, 2016 so that the rink is not in place during the New Year's Eve Ball Drop. Funding will be needed for procuring lighting, space heaters, fencing, and promotional materials so the committee will look for sponsorships and partners in this endeavor. A large amount of volunteers will be needed also. Due to the change of dates and shorter length of time, the vendor contract is being redone. The contract will then be signed and a down payment sent to the company.

Steve McDonald, Special Projects Director for the City of Cheyenne introduced himself and addressed many concerns and questions regarding the ice rink in the plaza.

Economic Restructuring—Sam Weinstein

The E.R. committee has not met but will be meeting Monday, June 13th.

Other New Business:

1. End of Year Staff Report

The Year End Report was presented to the Board of Directors. Board member, Dave Tuebner responded with kudos to Ms. Surdam and Ms. Brothe on the work that went into preparing this report. Surdam shared the intent to send a letter to all stakeholders highlighting the year and offering to send the actual report to any stakeholder requesting a copy either by email or as a print copy in the mail. Mr. Tuebner felt it was important for the stakeholders to receive a copy by mail and offered to print and bind the 380 copies needed.

2. Strategic Plan Update

Ms. Surdam called attention to the status column on the report. The office staff uses the Strategic Plan as a working document as the Annual Year End Report and the Strategic Plan go hand in hand.

Suggestion was made to start early in the FY2017 year with mapping out the strategic plan-perhaps September. Ms. Surdam stated that she was appreciative of having these two documents to work within for all the Board of Directors and Committee members.

3. Final Budget

Ms. Surdam reported the City of Cheyenne Finance Committee had approved \$100,000 for FY2017 with \$350,000 to be taken from reserves as needed by requests brought before the City Council. In the Committee of the Whole's recent meeting, the committee passed \$250,000 to be taken from reserves and added to the \$100,000 totaling \$350,000. The funding for this \$350,000 now goes to the City Council for approval.

4. TIF

Ms. Surdam addressed the possibility of looking at resetting the TIF allocation to include property tax base plus the sales tax. An MOU will need to be rewritten and presented to the City Council.

5. National Main Street Conference Reports

Program Manager, Desiree Brothe began the reporting by briefly sharing her attendance at both Best Practices by Wyoming Main Street and the National Conference. Committee chair persons Sam Weinstein and Charlotte Powers added their brief statements. Powers summed up the respective from the conference as:

- More cohesion amongst the four committees
- Volunteer recruitment
- Strategic planning at the committee level

- Statistics and data gathering is greatly needed

In summary, the application of the take away from the conference highlights the need to outline roles of each committee and know the interest level of the volunteers.

6. Board of Directors Election of Officers FY2017

President Seitz began with clarifying the officers would be serving July 1, 2016 – June 30, 2017. He read from Roberts Rule of Orders defining how the nominations for each office would be taken. After a brief nomination period consisting of only one person being nominated for each of the four offices, the nominations were closed. A unanimous vote by the members present elected the following slate of officers:

President – Dr. Mark Rinne
Vice-President - Wally Erickson
Secretary – Dave Ohde
Treasurer – Gabriel Pina

Two upcoming events were mentioned in closing: West Edge Fest, August 27, 2016 from 5:00 – 10:00 which will be held at the Civic Commons Parking lot and Fridays in the Hynds will sponsor an artist in Residence. More on that to come.

Meeting adjourned 4:15 p.m.