



**DDA/Main Street**  
Director's Report  
January 8<sup>th</sup>, 2018  
Desirée Brothe

## ORGANIZATION UPDATES

### Board /Work Sessions

- The Strategic Plan is in its final draft stages;
- A work session in early January with the Board led to top three priorities being established and workplans developed from there
- A stakeholder meeting and discussion with council will be scheduled as well

### Exec Team

- Dave T. on behalf of the team, has coordinated bringing the candidate out to meet with the board and other community leaders for the January Board meeting
- The Exec Team will be meeting for FY19 budget discussion, which is due to the City on Feb. 1<sup>st</sup>

### Wyoming Main Street/National Main Street

- Board members Alane West, Bruce Heimbeck, and Steve Borin; committee member Melissa Amick; Fire Marshall Byron Matthews; and all staff will be attending the 2018 Main Street Conference in Kansas City, MO at the end of March.
- Cheyenne will be presenting at the conference, alongside Rock Springs and Green River, for their work with the Transformation Strategies and what the process has looked like for each committee
  - Desiree will also be giving a presentation at the next Manager's call-in on what our process has been like. This is to set the stage and assist any other Wyo. community who will be taking part in the process

## PARTNERSHIP UPDATES

### CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)

- CORE team met on Tuesday Jan. 9<sup>th</sup> and shed some light on the recent article relating to the water fountain on the plaza. Previously allotted funds from other projects between the City of Cheyenne and Visit Cheyenne, as well as funds between the 150<sup>th</sup> planning committee and the City have tentatively been slated for the water feature project. This will have to go through the process with council to make headway, and there is a potential that not enough funds are available for the project, which would lead to fundraising efforts. Ultimately, completion of the water feature project was commemorative on behalf of Mr. Laybourn to celebrate 150 years as a city.
- Further research/conversation on the usage of the UP Lot has led to the need to work with the City prior to speaking with UP. It is more appropriate that the City speaks to UP about the lot as opposed to those of us on the CORE team, and we will begin those conversations towards the end of the month
- Wayfinding signs have been very successful, many thanks to Visit Cheyenne and their board for the hard work. More work is planned incrementally to spread throughout the city over the next year or so.

### Downtown Parking

- CPD gave a comprehensive presentation of their efforts to improve parking in downtown at the last board meeting

- For any questions, please contact staff; also, see the board meeting minutes from last month, which summarize the presentation

#### Downtown Safety/Security

- CPD has applied for a 40K grant for the 2018 year to keep the Operation Change program going; they are also exploring how to retain an officer on downtown beat for the future thereafter
- Desiree has a meeting with CPD, Peak Wellness, Comea, and CTC in February to continue working on other downtown safety issues

#### West Edge

- The Reed Rail Corridor draft plan will be going to public meeting on February 3<sup>rd</sup>

#### STAFF PROJECTS

##### Water Feature and Alley Modernization

- Both projects are ready when the funding is
- (See updates from CORE team on the water feature)

##### Downtown Trees

- We will begin working on a plan for 2018 planning/trimming within the first-second quarter of the year

##### Cheyenne Mural Project

- We will begin slating properties, concepts and artists within the first quarter of the year

#### CURB AND GUTTER

- Solutions to how to tackle curb and gutter are being explored in conjunction with many other potential projects and are being worked into our strategic planning

#### ROCK THE BLOCK (combined effort from multiple staff, volunteers)

- We will have our first planning meeting for the event next week and are eagerly anticipating the event
- Desiree's meeting with the Arts Cheyenne Board yesterday continued to elude to the success of the event and it's impact on the community

#### Adopt A Block

- Esther is undergoing program rewrite and will have more information to come in February.

#### ReRide

- The program led a successful 2<sup>nd</sup> year and we will look to plan kick off for the 2018 season for April 1<sup>st</sup>, 2018

#### COMMITTEE UPDATES

##### DESIGN

##### FIP/CIG Programs:

- (Brian will provide much of these updates)
- The 2018 FIP Program has launched; this will be advertised via physical delivery of flyers, FB, WTE, Constant Contact and our Website
  - We will feature two presentation sessions, 1/23 and 1/31 both from 5:30-6:30; any interested applicant who cannot make those times can coordinate a separate time with Desiree
- The documents have been adjusted for ease of administration and for the applicant and the timeline pulled way back in the year to have the final applications complete in time for the May Board meeting, allowing construction to start in June

**ECONOMIC VITALITY**

**Grocery/co-op/convenience Concept**

- This is being redrafted into the strategic plan and will have momentum in the future

**Business Recruitment/Retention**

- The committee, along with staff are working on a two-page infographic of downtown and Cheyenne stats that can aid in retention and expansion of existing businesses as well as inform any new-comers of our local market

**2018 New Businesses in the District**

- Provisions Wine and Spirits, 1711 Carey Ave—opened end of Dec. 2017
- Cheyenne Brazilian Jiu Jitsu, 108 W. 18<sup>th</sup> Street—opened January 5<sup>th</sup>, 2018
- Chronicles Distilling, 500 W. 15<sup>th</sup> Street, coming soon!

**PROMOTIONS**

*Ice on the Plaza Ice Rink*

- Fatos is putting together a complete report on this for the board meeting, and will offer the report at that time

*Why Downtown*

- Planning and implementation for 2018 will begin in February