



DDA/Main Street Board Meeting

Thursday, December 14th, 2017

3:00 pm

Becker Board Room, Wyoming Business Council

Members Present:

Sam Galeotos

Jonathon Savelle

~~Jeff White~~

Dave Ohde

Del Lummis

Linda Heath

Dave Tuebner

Bruce Heimbuck

Robert Briggs

~~Alane West~~

Steve Borin

Staff Present:

Desiree Brothe, Fatma Inal-Falls

Guests:

Glen Garrett, Cameron Karajanis, Officer Heddum, Captain Buseck, Tom Mason, Heather Tupper

Sam called the meeting to order at 3:02 pm.

Consent Agenda

Bruce moved to approve the Consent Agenda as it stands; Dave Ohde seconded the motion and it carried unanimously. Sam commented that all accounting items have transferred to DAPCPA, who have worked with our auditors and are inputting all items into their system. This process should be complete by the end of the month. Steve moves to approve the Treasurer's Report; Bruce seconded the motion, and it carried unopposed.

Presidents Report

Downtown Parking Update

Captain Buseck offered an overview for changes to Parking in the downtown area. The City of Cheyenne has been pursuing new parking enforcement and management options. Enforcement is now with CPD and the management is now with the City Clerk's office. They have also done an analysis of the way the parking program currently operates through a parking transition team consisting of Captain Buseck, Steve McDonald, Nathan Beauheim, Carol Inkteloffer, Joan Baker, and the city IT staff. The team has been working on the current system and what they can do to modify ineffective components. Another portion of the work was to change the way parking tickets are worked at the court level. This will go to the Municipal Court, and the full transition will be in place by January 8th, 2018.

Captain Buseck reported that he is excited about the utilization of the MPO study, which they have been using as their go-to manual for everything they need. He's learned a ton, and been able to self-educate on best practices for parking implementation. The team is most excited about the parking permit process, where they are embracing technology in the form of license plate readers. The readers will be able to monitor all parked cars and send a note to enforcement when someone hasn't paid. All the proposed tech will go into effect in the City owned lots and garages in the downtown area.

They have developed an RFP to implement a reader system to offer 2 hours free parking, where the reader tracks when people come in, alerts when someone hasn't paid, etc. Businesses who want to do valet or other services will have the ability to manage their own portion of the system and track on their own. This cuts down on the CPD need to monitor those spaces, though a specific number of spaces would need to be allotted for valet.

At this junction, the team is early on and has done research on the potential reader systems. They hope to put out for RFP to implement the structure/lot systems at the beginning of 2018 which would complete Phase I for parking. Once these systems are in place and working positively, the team will then turn Phase II for the on-street parking situation to find a more cohesive methodology.

General conversation and comments pointed to the public education piece to understand the new tech; better signage in the garage and how the system will work on a routine. The costs for permits/parking will stay much the same, but will have the flexibility to change as needed. This will also help to enhance the availability of parking in the downtown area through the busiest of times. Dave T. offered a compliment to the team for their research, work and application of the MPO Parking Study. Captain Buseck also commented that the CPD have applied for another 40K grant for Operation Change for the 2018 year. They are hopeful that they will receive these funds and can continue another round of Operation Change.

Executive Director Hire

Sam reported that the Executive team has been interviewing potential candidates for the position and they have isolated one candidate that they would like to bring in at the beginning of the year. Dave T. commented that the January board meeting would be a good time to do so, and the candidate is willing to come at that time. Dave went on to detail that the Candidate will meet with the Mayor, City Planning Director, CORE team members, etc. We will coordinate showing the candidate around town and the downtown and allow various stakeholders to take part as it works in the schedule. The candidate will also attend the board meeting with an interview around that same time. If it should be that this candidate does not work out, we will look to a firm to recruit a candidate from that point.

Recap of Recent Work session

Sam detailed an overview from the most recent Board work session the previous Tuesday. They had good discussion on the draft strategic plan, and items were laid out in a survey for the board to prioritize from. Interestingly enough, many of the items made for high priority, and instead we will need to set items up incrementally as we can handle them. Sam stated that the next work session will serve to make further decisions about who and what will complete the work and what timeline and resources we can allocate to each item. Many items will also be in conjunction with partnerships with other entities, leveraging them to ensure that the work happens effectively.

Robert commented that it was a great discussion and that the goal should be to break out the high priorities, see what it's going to take to complete them and build a workplan for year one, two, three, etc. as well as assign to subcommittees from there. Dave O. clarified if we would look to cut items down from this point, to which Sam responded that we will need to select 2-3 items to tackle quickly. We will also need to take the draft plan back to our stakeholders and council to ensure all are comfortable and on the same page. A work session will be scheduled after the holidays to work on the next steps.

Standing Committee and Supporting Organizations Reports

Director's Report—*Desiree Brothe*

Desiree reports on a few items from the report, especially pulling out the CORE team's consideration of filling the 'Hole'; Robert mentioned that this is on hold a little bit until best use is determined. Desiree left the Shop Small Saturday report to Fatos, who stated that it was a successful year, with 36 business owners taking part in the event downtown. We advertised through Facebook, the Wyoming Tribune Eagle, and Traders for outreach. Facebook had the most response, reaching roughly 13k people in Cheyenne. While collecting data of the effects of the event on the district has proven difficult, most business owners have reported great sales that were up from last year in most cases.

Historic Preservation—*no report*

West Edge—*Robert Briggs, Tom Mason*

Robert stated that on January 3rd at 3:30 pm, the CPOT team would be meeting to discuss the design for the Civic Center Commons. Dave T. asked if there would be discussion regarding the shortfalls of the park that were recently published. Robert commented that he wasn't sure the exact agenda, but would keep an ear out for the information.

Tom stated that the draft documents for the Reed Rail Corridor Plan will be available soon and that he's hoping to have them to public hearing on the 3rd Monday of Feb. Dave T. stated that the recent efforts for the Power Plant have ended due to inability to make the project pan out. The constraints are much the same in terms of issues that the Hynds faced. The good news is that the company is staying in town but probably not in downtown. The developer that was on the project is under deed-to-own and it is worthwhile that we have continued engagement with them.

DDF—*no report*

Sam commented that recent discussions over the 17th Street project completion have taken place, and this is being built into the Strategic Plan.

Laramie County Commissioner's Report—*Linda Heath*

Linda reported that work on the potential quarry project on Harriman Road is being researched, and that there has been public commentary on the impacts to water and quality of life. Linda also reported on the Community Planning meeting that took place and encouraged all to take the survey to help gather data.

Main Street Committees

Design—*Desiree Brothe*

Desiree reported that Flydragon and St. Mark's have completed their work for their respective program years. The 2018 FIP program rewrite is underway, and the committee is working on the Design/streetscape guidelines.

Economic Vitality—*Cameron Karajanis*

Cameron stated that they are focusing on member recruitment. The committee will not be meeting next week due to holidays. Going forward, they will be working with current businesses downtown to better understand what their needs are and to further engage them. He is eagerly waiting for the projects from the Strategic Plan as well.

Promo—*Desiree Brothe*

Desiree reported a successful start to the Ice Rink for the season, having been open for 10 days so far, they have had 1 weather closure, with 585 users. There was already a high number of volunteer hours between set up and management of the rink. The committee is pleased to be at this point and looking forward to the rest of the month!

Other New Business

Del stated that he had ran into the Mayor a week ago and expressed an interest that he would like to sit on the Municipal Court selection committee. He feels that this committee should include a DDA board member, and that he would be willing to do that. While she had not immediately responded to the request, he was hopeful that he would be placed, as this decision has a high impact on the district. He will keep the board updated of any changes.

Steve commented that he had not heard much on his potential ordinance for registering vacant buildings. He was hoping to take this further. Robert stated that he would consider it from the city standpoint and get back to Steve.

Sam adjourned the meeting at 4:14 pm.