



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

Thursday, December 20, 2018

3:00 pm, Cheyenne Depot, 2nd floor conference room

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

Present: Alane West, President
Astrid, VPresident
Steve Borin, Treasurer
Jonathan Savelle, Secretary
Bruce Heimback
Jeff White, City Council Rep
Elisa Maggio
Del Lummis
Dan Holbrook (by phone)
Charles Bloom, Ex-Officio City of Cheyenne
Linda Heath, Ex-Officio Laramie Co

Board Members Absent: Dan Holbrook was not physically present, but phoned into the meeting

Staff Present: Vicki Dugger, Jennifer Adu and Jaime Clintsman

Guests: Amy Mahoney, Julie Tucker, Glenn Garrett, Stephanie Lowe and Lindsay Wozniak (DDA legal counsel)

1. Consent Agenda: Bruce Heimback made a motion to approve the Consent Agenda. Second by Jeff White. Motion passed unanimously.
2. President's Report: Alane West let the Board know that she had resigned from the Brownfield Revolving Loan Fund Committee and had recommended that Dan Holbrook take her place as the DDA representative on that committee. Alane moved for approval from the Board on affirming Dan to the Brownfield Revolving Loan Committee. The Board, by a unanimous "yes" vote affirmed Dan to the position. On the subject of the draft Strategic Plan that was included in the Board packet, Alane asked the Board to please review it and let her know of any proposed updates or changes by January 14th. Astrid asked the Board members to consider if anyone would like to help her on the "Noise, Safety and Security" initiative outlined in the new draft Strategic Plan.
3. Staff Report: Dugger highlighted a few details from the Staff Report provided in the Board packet. This included an update on the number of property transactions and new businesses that are moving forward. She also updated the Board on the rebranding process; saying that Flood Marketing had provided a draft of the new website and that DDA staff had made recommendations for the next version for review – which is forthcoming. Dugger also talked about the success of Shop Small Saturday and that the positive feedback from store owners who have responded to a survey specific to Shop Small.

4. H2 Report: Dugger provided an overview of the work done by the Technical Review Committee in evaluating the respondents' and recommending next steps. She stated the Technical Review Committee and Financial Review Sub-Committee did an excellent job with what they were tasked with and that a more detailed discussion would take place later in the meeting. Bruce Heimbeck, a member of the Technical Review Committee thanked DDA staff for their work on this project. There was a question as to whether the City Council was getting a regular update on the project and Councilman Jeff White stated that, yes, he was forwarding H2 information to Council as it was made available.
5. City Report: New Planning Director, Charles Bloom, provided an update on the process with the Reed Avenue Rail Corridor Plan saying that the MPO has hired a new transportation planner and that they are hoping to have a consultant on board to complete the design and cost estimates by April. He also stated that, as part of this process, talks with BNSF Railroad would need to take place regarding their easement in the project area. Bloom also said there is hope that construction on the improvements within the plan area could begin in 2020, if agreement with BNSF can be achieved in a timely manner. Bloom then spoke about issues that have been discovered with the census count of downtown residents and that he has reached out to other agencies to try and make sure that hotels that serve as SRO (Single Room Occupancy) housing count those residents as it would probably make a big difference, especially in the case of downtown, in the ability to be eligible for more grant dollars and other programs that would benefit the district. Bloom also said that he was creating a City repository of all the planning documents where they could be publicly accessed from one location. Alane West provided Bloom with all, except one that she had trouble locating, of the planning documents related to downtown Cheyenne. (She stated she would get him that one remaining, as well.)
6. Historic Preservation: Stephanie Lowe provided an update stating that the Board liaison from the Historic Preservation Board (HPB) to DDA would change in January. She also said that the HPB received a grant from the Wyoming Cultural Trust for the renovation of the airport fountain and that HPB should hear soon about matching grant funds for that project. She also let the Board know that the Warren House renovation is complete and is ADA compliant and available for rent by groups.
7. West Edge: Charles Bloom provided an update (in addition to the Reed Avenue Rail Corridor update) and said that O'Neil near City Hall is now open and that the ground has been broken on the new Warehouse Twenty-One facility.
8. Laramie County Commission: Linda Heath stated that she had recently returned from the Wyoming County Commission Association where Troy Thompson was elected President. She also provided an update on changes that will go into place on January 1 regarding land use, building codes and the new county ordinance that will prohibit temporary fireworks structures. She also said that applications are being received for the Event Coordinator position at the Archer Complex. She also said that something new on the radar to keep an eye on is the recent occurrence of insurance companies in the West not providing fire insurance due to the recent (and much bigger) wildfire occurrences. Linda closed by letting the Board know that this was her last meeting as the County Liaison to DDA and that Amber Ash has been assigned our Board.

9. Standing Committee & Supporting Organization Reports:

- a. Promotion Committee: Jenn Adu gave the report on behalf of the Promotions Committee saying that a new monthly (not quarterly) newsletter has been launched. She also stated that the Promotions Committee is meeting on a regular basis and recently provided marketing sponsorship for the 2019 Fridays in the Asher concert series. She also stated that she hopes the Promotions Committee can receive an increase in their sponsorship line item when the Board votes in January on the 2018-19 adjusted budget. She stated they have already invested their whole year's budget and there are more events coming up that could benefit from sponsorship.
- b. Design Committee: Esther Gonzales was not able to attend the Board meeting, so Stephanie Lowe provided an update. She said that the committee is already working on the 2019 application process with a public meeting set for March 5 at the County Library. She said that the committee will reach out to owners of potential FIP projects through targeted and general outreach and are hoping for good applications and projects to come forward. She also provided an update on the FIP projects in process. Alane West asked that the Design Committee provide a presentation to the DDA Board at their February meeting.

10. New Business:

- a. Graffiti Ordinance and Pilot Program: Dugger provided a brief overview of the process and proposed programming for new Graffiti Ordinance and Pilot Program for downtown. A draft of the ordinance was provided to the Board in their meeting packet. Steve Borin made the motion to approve the draft Graffiti Ordinance and commit \$5,000 to the pilot program for abatement (through June 30). Discussion: Detective Fernandez, who works in the Gang Division of CPD, also provided information regarding the mindset of graffiti artists. There were a couple of questions from the public regarding aspects of the draft ordinance. Councilman White stated that what was needed at this point in time was for DDA to support the proposed Ordinance and Pilot Program – and that the needed updates to the draft would be fine-tuned through the Council committee process. Bruce Heimback called for the question regarding the motion on the floor. The Board unanimously voted “yes” and approved the draft ordinance and commitment of \$5,000 in the current year's budget to the pilot program for graffiti abatement.
- b. Proposed Tax Increment Financing Feasibility Study: Dugger provided an overview on how Tax Increment Financing works, as well as the need for a study to look at a new district with the potential for redevelopment (that is currently largely un- or underdeveloped). Dugger spoke to the proposal for a TIF feasibility study (provided in the Board packet) and stated that she recommended it as it had a ‘go- no/go’ phased approach. She stated that this approach made more sense if the potential collect a decent amount of revenue over time didn't look good; then the Phase I study would end and a plan would not be created. She also stated that she had gotten another proposal from a firm that came through a chain recommendation. She stated it did not have a phased approach and did not go into the detail of how the project would work like the Johnson Economics proposal. Following discussion, Councilman Jeff White made the motion to approve the Phase I proposal for a TIF study by Johnson Economics. Bruce Heimback seconded the motion. The motion was unanimously approved.

11. Motion to move to Executive Session: A motion was made by Jonathan Savelle and seconded by Councilman White to move to Executive (closed) Session pursuant to allowable reason outlined in Cheyenne City Ordinance 2.75.030 and Wyoming State SS 15-9-206(c), S 16-4-405(vii) in regards to the acquisition of real estate. The motion passed unanimously. The Board went into Executive Session at 4:18 pm.
12. The Board came out of Executive Session at 4:53 pm. Alane West stated that the DDA has done its due diligence with the H2 (Hynds/Hole) Project, including having the right people on the Technical Review Committee. West entertained the following motion regarding the H2 Project:
 - a. DDA does not move forward with either team that submitted their qualifications for the project;
 - b. DDA retains its existing option with LEADS on the Hole
 - c. DDA allows the current month-to-month option on the Hynds Building with Cheyenne Development Partners to expire; and
 - d. DDA disbands the Technical Review Committee and thanks them for their service.

Steve Borin made the motion and Del Lummis seconded. The Board voted in unanimous support of the motion.

13. Adjournment: Meeting was adjourned.
14. Next DDA/Main Street Board of Directors Meeting: Thursday January 17, 2018, 3:00 p.m. Location: 2nd floor conference room at the Depot.