



**Cheyenne Downtown Development Authority/Main Street  
Board of Directors Meeting– Thursday, February 11th, 2016  
7:00 A.M., 2<sup>nd</sup> Floor, The Asher Upstairs**

**Board:**

Hans Seitz, *President*

Dr. Mark Rinne, *Vice President*

Wally Erickson, *Treasurer*

~~Dave Ohde, *Secretary*~~

Buck Holmes

Dave Tuebner

~~Charlotte Powers~~

Alane West

**Staff:**

Amy Surdam, *Executive Director*

Ginny Olson, *Administrative Assistant*

Desirée Brothe, *Program Manager*

**Guests:**

Richard Johnson; Greg Smith; Gabe Pina; Becky Orr; Glenn Garrett; Megin Rux; Bill Henderson; Bill Lindstrom; Byron Mathews; Will Hardin; Sam Weinstein; Jeff White; Dale Steenbergen; Anja Bendal; Wendy Volk

Meeting called to order by Mr. Seitz at 7:04 am.

**Consent Agenda:**

Ms. West moved to accept the Consent Agenda as it stands, including Payables in the amount of \$36,444.09, with \$0.00 to Operating, and \$12,000.00 to Payroll. Mr. Erickson seconded the motion and it carried unopposed.

**Downtown Development Core Plan**

For the last eight weeks, Cheyenne LEADS, The Cheyenne Chamber of Commerce, Visit Cheyenne, and DDA/Main Street have been deriving a plan for the Downtown Core area. They've been working with a team from Ft. Collins on the plan and designs. Research on all parts have shown that a vital and vibrant downtown works to support the rest of the city and the county. Many of the items presented can be achieved in the next 2-3 years, with some items taking longer. There are four priority areas: Light It, Clean It, Build It and Support It. Each of these areas targets specific projects, such as adding lights to specific areas, targeting alleys, enforcing existing statutes, increasing activity downtown, a water feature, an ice rink, and finally a wayfinding sign system. The plan presents a consistent structure to support one another and the downtown businesses and to utilize the varying resources available.

The Downtown Core is defined from Central to Pioneer and from 15th-17th streets. They deliberately only chose 6 blocks and as success allows, there will be expansion block at a time, one street at a time.

The alleys act as an extension of the public area and the retail area. For example, in some places there is a creation of two entrances from the street and the alley into specific structures.

We are the first organization that they are seeking formal support from and adoption of the plan. Most of these items are already on our strategic plan. The group will be approaching all boards of each of the entities involved. The DDA/Main Street board had just a few questions. Mr. Tuebner asked what the formation process was for the project, as in how does it work in tandem with our Strategic Plan and the plans of others? Amy stated that all entities looked internally at their plans first, then generated this based on those. Mr. Tuebner also asked who was funding each project, to which the reply was that everyone will put forth funds to see the projects come to full fruition. Mr. Steenbergen stated that the group tried to define items that they knew would increase business and that would build a density of capitol and people in the selected areas. Dr. Rinne asked how the central people of the group envisioned continuing to work on the plan, to which the reply was that they will continue meeting often and as necessary to see these items come forth. Mr. Erickson asked how the City had been involved. Ms. Bendel stated that they are in the process of having meetings with the necessary City officials. Finally, Mr. Tuebner, Mr. Erickson and Ms. West all stated that they are very excited for this plan, and that it is a process that is way overdue.

Dr. Rinne moved that DDA/Main Street is on record as supporting the Downtown Core Plan. Ms. West seconded the motion. Mr. Tuebner requested that the staff look at the budget and evaluate what and where our commitments may lie. The motion then carried, unopposed.

#### **Historic Preservation—*Megin Rux***

The Historic Preservation Board has undergone their own strategic planning, which was facilitated by our own Mr. Tuebner. They are ironing out next year' projects, some of which will include the Warren Rest House and the Airport Fountain. Some of the cost estimates for the proposed work has come in high, and there is a need for other groups to help. They have also completed the Capitol North neighborhood updates to the Historic Registry, which were very successful. These were invite only and were a great outreach project. Their plan is to do this same process with the Historic Downtown District. Mr. Tuebner finalized by stating that he thought the items they had selected for their projects were very exciting and he was happy they have a list of projects to work from.

#### **Downtown Development Foundation—*Alane West***

Ms. West reported that the DDF has not met since last Board meeting. They are planning a meeting for February 23<sup>rd</sup>, and would request that both Ms. Surdam and Mr. Seitz are able to make it to that meeting. They will be brainstorming about funds in the account and how to put them to use.

#### **DCBC—*Gabriel Pina***

Mr. Pina reported that the last mixer on February 9<sup>th</sup> at That Homebrew Store was a success, with a little over three dozen people in attendance. He offer thanks to Mr. Erickson for his attendance and support. In addition, the DCBC is excited to be an additional part of the Downtown Core plan.

#### **Organization Committee—*Gabriel Pina***

Mr. Pina also reported on the Organization committee, as he is the new committee Chair. The Block Ambassador Program has been defined and the committee will be approaching 19 business owners by the end of the month. They are drafting a letter in order to gain buy-in and sign up from those they would like to approach first. Each Ambassador will be responsible for anywhere from 16-20 businesses. There are some blocks that have more businesses and for those, there will be "co-captains". The committee is hoping to use this program to build the bridge of communication, get a complete downtown inventory, and to help others who want to work or own downtown. In addition, this program

will have a neighborhood watch aspect, which will help address issues such as loitering and illegal activity.

**Design Committee**—*David Ohde (not present), Desirée Brothe*

Mr. Ohde was out of town and offered a report for Ms. Brothe to present. There were several items on the report requiring Board action, the first of which involves approval of the newly appointed Historic Preservation Representative, Morgan Martin. Ms. West moved to approve Ms. Martin as a new Design committee member. Mr. Erickson seconded and the motion carried unopposed.

Next, the committee has recently updated the Capitol Improvement Grant Policies and Procedures. Ms. Brothe stated that there were some minor changes to update the document and to ensure that records are kept accurately. Ms. West moved to approve the Capitol Improvement Grant Policies and Procedures as they are currently updated. Mr. Ericson seconded the motion and it carried unopposed.

Third, the committee approved the company for the Planter Contract for FY2016: Grant Farms. Their proposal is in the amount of \$41,724.06 and we have budgeted \$50,000.00 for the program this year. This leaves us with \$8,275.94 to use as contingency in the event of hail, as well as a potential fall planting. Dr. Rinne moved to approve the Planter Contract to Grant Farms in the amount of \$41,724.06 for FY16. Mr. Erickson seconded the motion and it carried unopposed.

The committee has been discussing the potential of a water feature in the Depot Plaza. They are looking into items such as location, type and size, and potential costs associated. This is an item from both the Downtown Core plan as well as our Strategic Plan. Ms. Surdam stated she is in the process of reviewing the Design committee budget in order to better delineate how their funds are allocated. Finally, Mr. Ohde, committee member Jan Spires, and Ms. Brothe have been working through and updating the documents for the next round of the Façade Improvement Program. These documents will come to the committee at the end of the month, with final approval from the Board at the March meeting.

**Promotions Committee**—*Charlotte Powers (not present) Desirée Brothe*

Ms. Powers was also out of town and unable to report. Ms. Brothe offered her report as well. There are three new members of the Promotions committee that also require Board approval. Ethan Eshelman, who runs servicecheyenne.com; Stephanie Leicht, and Mikki Munson, both from the Prevention Management Organization of Wyoming. All of these individuals are a valuable asset to the committee. Dr. Rinne moved to approve the three new members to the Promotions committee. Ms. West seconded the motion and it carried unopposed.

The committee has recently developed a yearlong plan for the programs and sponsorships they oversee. This plan is based off of the Strategic Plan and is in support of the document.

Finally, the committee is looking at planning a Rock the Block event for this summer. They are looking to move the event earlier in the year, in May or June.

**Economic Restructuring**—*Sam Weinstein*

Mr. Weinstein, recently appointed Chair of the ER committee, was available to report. He stated that the committee is back together in the New Year and they are reviewing their Policies and Procedures to be current to the committee. They will have this document ready for the Board next month. The committee is working on three things, the first of which is the Microloan Program. He is excited to get this program up and running for the current year, maintained and operated. The second item is a potential lease assistance grant program which would offer assistance to existing businesses, whether

it be for seasonality stress, or to entertain a new business to come downtown. Mr. Weinstein is working to have a tangible product to bring to the Board for March. The committee is also interested in continuing pursuit of a Co-op or grocery store. Finally, the ER committee will plan to help out with the Block Ambassador Program. In particular, they will oversee a database of what available property is downtown.

Mr. Tuebner commented that he would like to hug Mr. Weinstein for his presence and his report. He also applauds Mr. Weinstein's and the committee's approach to digging into the items he discussed and looking at what needs to be changed.

### **Shared Artists Workspace**

Ms. Surdam reported that she has applied for two grants: one with the Wyoming Arts Council and the second with the Wyoming Main Street. She will know the results in April. Staff and other parties involved have been looking at available spaces. Any space acquired will likely be dependent on the grants awarded. Also, any tenants gleaned for the program will be dependent on the space acquired. She will provide continual updates as she has them.

### **Other New Business—*public***

Mr. Johnson rose to update the Board on his current work that effects downtown. First in his report was a description of his work with the Chief of police in regard to the constitutionality of homelessness. He has met with Robin Bocanegra with the Comea shelter, as well as varying churches and other community entities that offer help and support to the homeless of Cheyenne. He and Ms. Bocanegra have discussed a specific program that will help with the panhandling issue. In his research, Mr. Johnson pointed out that the issues of Freedom of Speech and right to rest and sleep come into play. His research addresses the definition of people committing a crime. He hopes to continue work to make the laws better defined.

He also talked about a vehicle that was parked off 16<sup>th</sup> street for a number of days. The owner was arrested and incarcerated for that time, and it took Mr. Johnson five days to ensure that the vehicle was towed. He reiterated that any abandoned vehicles be called in immediately by anyone who sees it.

Mr. Johnson has also been working with the City Attorney's offices on the issue of fiber optics and making Cheyenne a four gigabyte city. He has researched into the amount of fiber optics already in place, and where more may need to be placed. In regard to the Downtown area, he has found that much of the groundwork has been laid, and it should be easy to raise up by at least one gigabyte.

Finally, Mr. Johnson reported on the recent snow removal and how the process works. He mentioned that concerned citizens need to be aware of who to speak with and to utilize the proper channels. He speaks with Vicki Nemecek on a regular basis. He understands that the City needs to work on some type of snow route plan for downtown, and suggested that he and Dr. Rinne work to get this in place. He felt that the DDA/Main Street did well with the last snow storm, as did the City. The community at large needs to have more understanding and willingness to comply and help, especially in relocating vehicles parked off-street.

At this time, the Board stepped into Executive Session.

They reconvened the meeting at large at 8:40 am and adjourned at 8:44 am.