



Cheyenne Downtown Development Authority/Main Street

Board of Directors Meeting Minutes

February 9, 2017

3:00 pm, WBC Becker Board Room

Board:

Wally Erickson, President
Charlotte Powers, Vice President
David Ohde, Secretary
Gabriel Piña, Treasurer

Alane West
Will Hardin
Dave Tuebner
Sam Galeotos

Jeff White, City Council Representative
Ex-Officio: Linda Heath, Laramie County

Staff:

Desirée Brothe, Program Manager

Andy Hogan, Marketing/Communications Manager

Guests: Chief Brian Kozak, 2 CPD Officers, Jack Whyatt, Robin Zimmer, Tom Mason, Pete Laybourne, Richard Johnson, Byron Mathews, Heather Tupper, Becky Orr, Glenn Garrett, Boyd Wiggam

Meeting called to order at 3:00pm

Consent Agenda

Wally asked if anything should be pulled from the consent agenda. Alane West asked to pull the Program Director update. Wally moved to approve the consent agenda minus the Program Director update. Alane Seconded. Motion Passes

Presentation—Chief Brian Kozak

Operation Change: Kozak explains the plan as a way to help downtown businesses deal with transients and with our community issues. There is a need to help people as a community effort. 2012 CPD had a homeless empowerment action team. Currently, the outreach team is CPD and Comea shelter. They learned that homeless people did not want help from services but they wanted free give-outs. Many suffer from drug addictions. A study showed out of 127 police contacts, 9% agreed to social assistance and 67% were third time offenders who had their charge dismissed. This must be a community effort, not just police and Comea. CPD is asking the community to not give money to panhandlers. Robin Zimmer added that they keep a database of all the people in the blotter briefs and how many have stayed at Comea.

Kozak offers parking garage statistics: There were no aggravated assaults in 2016, 4 acts of larceny, 7 vandalisms and 51 drunk arrests. Kozak says it is an issue in the parking garage and it is averaging 450 dollars a day to take transients to jail. The CPD goal for 2017 is to reduce jail time. Kozak says that a grant for federal overtime will be used for officers on foot patrol, bike and horseback this summer. 30-40 cameras Cameras will be installed in the garage as the weather warms.

CPD wants a positive media campaign for outreach. July 11th will be “A Change Celebration Under the 17th Street Lights”. He would like DDA/Main Street to help with food, stage and marketing. Wally thanks CPD for presentation.

Program Director Report

Alane asked about the property database of info from Program report as well as information on Cheyenne Creative and the utilization/tenants for the next report

Parking Study—Tom Mason

Last month the parking plan was reviewed by Leads, DDA/Main Street and Visit Cheyenne. Comments were provided to a consultant and draft reports should be done soon and available to the public. There will be a public meeting with the City Planning Commission in March or April.

Strategic/Core plan

Wally says that he wants more ‘meat’ to the strategic/core plan and states that the DDA needs a larger vision and a more cohesive plan. There will be a work session with City Council next month. Charlotte asks if the work session will just be DDA/Main Street and adds that other entities should be added.

Interim Executive Director

Wally says that an E.D. is needed and Gabe moves to appoint Desirée Brothe as the interim Executive Director. The motion was seconded by Charlotte and carried unopposed.

Tree Policy

Desiree will be sending out an RFP in the next couple weeks. The Board should have read tree policy and Wally adds that it is important for the Board to review the tree policy. Pete Laybourne comments that this is a very serious issue and that he wants to work with the DDA/Main Street on trees. The 17th street project will be moving forward soon and it is very important that dead trees be removed before lighting moves forward.

Budget

Wally states that he was asked by Lois Huff to provide a budget proposal for consideration. Asks for a motion to approve and for discussion. He goes on to describe that we need to increase the salary for E.D. position to remain competitive. A Budget is due early March before next Board meeting. Dave T. thinks that the executive team should have another discussion on the budget. Wally says that a special session would be beneficial. All agree a special work session should take place. Desiree will send out invite. Wally calls for a vote in favor of approving budget, motion does not pass.

Executive Committee

Wally says E.D. job posting is out and will be open for 1 month, closing March 3rd. The hiring Committee will consist of Jeff, Wally, Will, Dave T. and Alane. Heather Tupper adds that giving candidates a scenario and hearing presentation is a good strategy in the hiring process.

Core/West Edge—Logan Ward

West Edge event parking lot has been approved for the Edge Fest in August. The RLF grant for cleaning up contaminated sites will be coming to the board in March. A loan review committee has been set for this. There is a Pump House Park meeting scheduled for Monday. The consulting firm for Reed Rail Corridor has been hired.

DDF—Alane West
No Report

DCBC—Gabriel Pina
Gabriel says that the two events this month were great. Grand opening for Pina Business Services and Three Crows Gallery are coming up.

Design—Jack Whyatt
The FIP program is moving forward and February 16th will be the kick-off info session at the Asher building. Preliminary Applications for the program will be due mid-March.

E.R.—Desiree Brothe
The Grocery Co-op website will be launched later in February. DDA will send out an email and press release when it is up. The committee is still working through research.

Organization—Gabriel Pina
The committee has decided to take away the Block Ambassador program in favor of other outreach efforts. They have started the “DDA Roadshow” which is a quarterly meet and greet. The first one will be in March.

Promotions—Charlotte Powers
She reports a new committee member named Karen Mefford. Ice Rink feedback is in and our count for users was close to 3,000. Overall it was a great first year. Catherine Fuller is researching a new vendor for Ice Rink. Sponsorships can be improved. Great feedback from board members.

New Business
Nothing to report.

Adjourned at 5:07pm