



**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting– Thursday, January 14th, 2016
7:00 A.M., 2nd Floor Asher-Wyoming Arts Center**

Board: Hans Seitz, *President*

Dr. Mark Rinne

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; Jerry Bayne; Pete Laybourn; Bill Henderson; Bill Lindstrom; Byron Mathews; George Anadiotis; Jesse Fishman

Meeting called to order by President Seitz at 7:05 am.

Consent Agenda

Mr. Seitz opened the meeting with the consent agenda. Mr. Ohde moved to approve the December minutes, the Treasurer's Report, and the ED Report as they stand. This includes the payables in the amount of \$24,405.43 and transfers in the amount to \$12,000.00 to Payroll. Mr. Tuebner seconded the motion and it carried.

Standing Committee and Supporting Organization Reports

Historic Preservation—*Megin Rux*

Ms. Rux reported that the Historic Preservation Board would be having a Strategic Planning session on January 23rd at the Governor's Carriage House. It has been three years since their last one and they are due. She reported that the Warren Rest House Restoration, which was originally built in 1904, is going well. The Rest House used to reside in the City Park, but has since been moved to Holiday Park. Finally, RFQ's will be going out for the Capitol North Historic District updates.

Downtown Development Foundation (DDF)—*Alane West*

Ms. West reported that DDF had come together and approved previous minutes. She did have a clarification for the record for today's meeting in regard to the Adopt-A-Block and Rock the Block from last summer season. She wanted to make sure that there were no outstanding invoices or demand on or from those funds. Ms. Surdam replied that there are no outstanding invoices, etc. Ms. West was interested in what direction to send the \$5300.00 that is currently situated in the DDF account. Mr. Seitz clarified how the DDF fit into the Strategic Plan, and whether or not Mr. O'Gara would be

remaining on the DDF. Ms. West stated that Mr. O’Gara is remaining on the DDF Board. She then commented that she would coordinate with Amy on how to fit the DDF into the Strategic Plan.

Downtown Cheyenne Business Co-Op (DCBC)—*Gabriel Pina*

Mr. Pina reported on the most recent DCBC mixer, with an attendance of about 30 business owners. Derrek Jerrad with LEADS, Darren Rudloph and Will Luna with Visit Cheyenne, City Councilman Jeff White of Ward I and finally Phil Mitotes and Megan August of Comic Con were also in attendance, as part of the partnerships newly formed between all. The DCBC is working on increased memberships, event planning in the form of future mixers, seminars, etc, and advertising opportunities for all involved. They also have a new website, which can be viewed at dcbc307cheyenne.biz. The DCBC Facebook page has almost 500 likes, and a great deal of increased public awareness.

Main Street Committee Updates

Organization—*Gabriel Pina*

Mr. Pina also reported on behalf of the Organization committee. Former chair, Shelby LaCroix, has recently stepped down. The committee will be having formal voting for new position appointments at the next Org. meeting. The committee will be rolling out the Block Ambassador Program, which will shorten the 74 block radius to a manageable amount of businesses between about 20 Ambassadors. This program will offer greater opportunities to connect with those who conduct business downtown, which is a sizable task for a staff of three. The committee will also look closer at their portion of the Strategic Plan, and how best to tackle what is needed from them over the next year and a half.

Design—*Dave Ohde*

Mr. Ohde reported that the committee had been working through updates on documents: The CIG Policies and Procedures and the general committee Policies and Procedures. These will be sent out by the end of the week when the final changes are updated to the documents. Mr. Ohde did state that he had an action item for the board to address in regard to the final payment of the FIP money to the Mid Mod building owners, Mr. Bayne and Ms. Miller. Mr. Ohde moved to approve a payment in the amount of \$15,500.00 to owners Jerry Bayne and Teresa Miller for their window work through the Façade Improvement Program. Ms. West seconded the motion. Mr. Seitz asked if there was further discussion on the matter.

Dr. Rinne clarified that the final product does not comply with the Secretary of Interior Standards and what were the parameters of the costs in conjunction with the decision to replace vs. repair the windows. He also asked if approval of this payment would jeopardize our standing for future grants. Mr. Ohde clarified that he had met with SHPO and stated that there are no repercussions with SHPO. He also stated that this being the first year of the program, there are noted modifications for the next cycle of the program. For instance, he stated that a subcommittee would be created to help alleviate issues like this in the future. This committee would be comprised of the SHPO representative, another member from Design and the architect used for the current round. Mr. Rinne asked how many bids are required for each applicant’s scope of work (the answer is two). He then clarified that the grant money received from Joint Powers Board, with approval from the SHPO office, was used to fund the architect’s assistance. The money from the DDA/Main Street budget is utilized for the actual work completed. Mr. Ohde confirmed that this is the case, and that SHPO is satisfied with this arrangement.

Mr. Garret rose to offer his thoughts on the matter as he was the architect from the first FIP round. He stated that his decision was his best estimate given the timeframe provided. His initial estimate complied with the Secretary of Interior Standards. He stated that he did not feel that the Design committee was following Main Street Guidelines in their actions and decision making processes, as well as in adherence to the Standards. Mr. Garrett thought protocol should have been to look at the

estimates side by side. If the Board were to approve this payment, he said that that decision would be a deliberate rejection of the Secretary of Interior Standards. He also cited another applicants desire to use aluminum windows, and that this was thrown out because of the lack of adherence.

At this time, the building owner Mr. Bayne rose to speak on his own behalf. He stated that upon looking over initial estimates for the window project, he spoke with Allied Windows to double check. They took a look at the work and gave a different estimate. Jerry opted to go with the second estimate which was considerably more. He spoke with Mr. Ohde about the discrepancy, stating that if the FIP program was unable to cover the new amount, he would be unable to complete the project on his own. Mr. Bayne assured the Board that work was not begun until an ok was received from Mr. Ohde. Finally, Mr. Bayne stated that his building was built in 1947 and was previously an auto garage of no historic significance. When Mr. Bayne and Ms. Miller purchased it, it was deteriorating and is now thriving, with many compliments from everyone who comes in.

After further discussion, President Seitz readdressed the motion on the table presented by Mr. Ohde. The motion passed, with two oppositions.

Promotions—Charlotte Powers

Ms. Powers had many positive things to report on, the first of which was the success of the 2015 Holiday Display competition. The committee had 13 participating businesses as opposed to the 5 last year. Wyoming Home was the grand winner, with 101 votes. The committee plans to get started in the planning process earlier in the year on not only this activity, but holiday decorating in the downtown area as well. Ms. Powers also mentioned that the committee has recently been discussing letters for FY17 Sponsorships and several were sent out to meet the February 15th deadline, for final approval in April. Ms. Powers stated that efforts to remove downtown decorations over the previous weekend were successful, with enough volunteers to complete the work in a timely manner. Upcoming, the committee will be working through the creation of a plan to take them through the next year, with ability to foresee and support projects throughout and as they relate to the Strategic Plan.

At this time, Mr. Seitz addressed the board in regard to the approval of scholarship money, whether they were comfortable with the committee being responsible to internally approve the smaller amounts, or if the Board felt that they would like to continue to approve those. Mr. Tuebner commented that he felt that this committee should be given the same ability as the Design committee to make their decisions.

Mr. Seitz then called attention to Jesse Fishman in the audience, who was representing Friday's in the Hynds and Lights On!, on a recent request for funding. Previously for the past three years, this event has been funded by the committee and the Board. It came forth today, as no report was given following the 2015 event. There was some questions as to how the DDA/Main Street would be recognized for the requested \$3,000.00 contribution. Ms. Fishman stated that social media, radio ads, and print ads would all be used. Lights On! Is currently undergoing a rebranding, and our logo will appear with their's on mentioned items. Mr. Ohde questioned where the funding would be pulled from the budget, to which the response was from the DDA Sponsorship unencumbered funds. Mr. Tuebner asked Ms. Powers if she felt that the committee at large would support funding this event. Ms. Powers responded that there were some things about the event that could be questioned (it is not a free event), but that she understands the transitional position that Lights On! is in. Finally, after light discussion, Mr. Tuebner moved to approve the sponsorship request for Fridays in the Hynds, in the amount of \$3,000.00. Dr. Rinne seconded the motion; it carried, unopposed.

Economic Restructuring—*Desiree Brothe*

It was noted that Tara Nethercott, recent Economic Restructuring chair had stepped down in the New Year. The committee met earlier in the week, and Samuel Weinstein has taken her place as chair. Casey O'Brien of Will Hardin Insurance will stand as vice Chair, and temporarily, Bill Lindstrom of Arts Cheyenne will sit as Secretary/Treasurer. The committee has reviewed the Board's Strategic Plan, and will continue to as they develop their yearly plan. They will come together again at towards the end of the month to set goals.

ReRide Program Presentation—*Richard Johnson, George Anadiotis*

Councilman Richard Johnson and Rock on Wheels owner George Anadiotis were available to present an example of a recently completed bicycle for the ReRide Program. Mr. Johnson spoke of his work with the police department to gain use of non-used bikes. He has also worked with the Parks and Rec department to secure storage for the bikes in the winter. The program will run from April 1st to October 31st. The bike racks and bikes themselves will be placed at seven locations: The Comea Shelter, Freedom's Edge Brewery, The Depot, The Capitol Building, The Laramie County Library, Lyons Park, and Holliday Park. Each bike rack will come with a plaque for directions on use, route map, and who to call if repairs are needed. Mr. Johnson stated that he is anticipating 100% theft in this first year of the program, but his research shows that this tendency does die off in the second year. The bikes will be free for all the use.

Mr. Anadiotis spoke up and stated that he and his crew are looking for funding in the amount of \$5,000.00. Each bike represents about ten hours of work and \$250.00. Some of the bikes will have tracking devices on them; they will not have suspension, and he is converting them all to a single speed. He also stated that he would like to place bike racks downtown in other strategic areas for people to use. Ms. Surdam stated that this program represents a small part of our Strategic Plan. She also mentioned that she has the proposal to our attorney for advice and the bikes do state "Ride at your Own Risk" on them. Dr. Rinne moved to recommend funding the ReRide Program in the amount of \$5,000.00. The motion was seconded and it carried unopposed.

Shared Artist's Workspace—*Amy Surdam, Desiree Brothe*

Ms. Surdam and Ms. Brothe presented their plan for a shared artist workspace for the Board's information. This program is meant to fill in the gap of Artspace, which is projected out for quite some time. This is a pilot program that will run for one year, to physically test the use of space that both long-term contracted artists might use, as well as short-term artists. It will be an affordable program, as it's meant to offer support and education to all artists who are interested. Ms. Surdam and Ms. Brothe are actively looking for space that can support the anticipated needs of varying visual artists. Mr. Seitz commented that this program is designed to ease into a greater and larger project of the same capacity. Ms. Surdam stated that the DDA/Main Street would initially need to fund the project and the space to get it off the ground, but that revenue from the contracted artists would be captured from membership fees, etc. Ms. West stated that letters of intent may be helpful for the initial planning purposes and questioned if we are again attempting to fulfill the role of developers. Dr. Rinne stated that the DDA/Main Street is acting as facilitators in the organization of something not far off from an artist colony.

Strategic Plan—*Amy Surdam*

Ms. West led the conversation by stating that she was concerned about how much input that the property owners had been able to give on the plan. She felt that the time surrounding the holidays was too busy and timing was bad for a document like this. She also stated that she felt that a more personal touch through door-to-door communication was needed. Ms. Surdam pointed out that the Strategic Plan was available on the website for public commentary for a month. Both sessions were open to the

public, and the first one was widely attended. Mr. Pina rose to state that property owners choose not to come to many things, and that to expect three office staff to communicate to seventy-four blocks of the district was not appropriate. At this time, Mr. Tuebner moved to approve the Strategic Plan as it is written and adopt it for FY17. Ms. Powers seconded the motion and it carried unopposed.

New Business

As Mr. Seitz addressed the room at large for any new business topics, Mr. Laybourn rose to speak. He discussed an email he had recently sent out concerning snow removal in the downtown area. He is concerned about the amount of funding that goes to Clean and Safe and how they spend their time. He feels that most property and business owners fulfill their end by cleaning up their storefront sidewalks, but that no one seems to be concerned with the streets. He stated that he realizes that the DDA/Main Street does not manage this issue, but feels that they should have influence. Ms. Surdam commented that she has been working through a parking and snow removal RFP that will include public works and the MPO. Mr. Laybourn stated that he is pleased with that, however, what about the more immediate future. He feels that the City needs to do a better job at enforcing the 24 hour snow removal ordinance.

Finally, Ms. Surdam stated that our new website will be up and running hopefully by Monday. She also stated that she has been in recent contact with Mr. Lim, owner of the Carey building. Post Phase 1, the Environment Site Assessment, Mr. Lim is no longer interested in participating as a developer of the property. He would be amenable to selling the building for \$750,000.00 to the DDA/Main Street.

Ms. Surdam also commented that due to this particular meeting's technology issues and inability to hear, she would begin seeking out a new location for the board meeting.

Meeting adjourned at 9:15 am.