



DDA/Main Street
Director's Report
February 5th, 2018
Desirée Brothe

ORGANIZATION UPDATES

Board /Work Sessions

- At the January meeting, the board went through the latest draft of the Strategic plan and pulled three top priority areas to focus on in the coming two years:
 - 17th Street Project Completion—Alane, Dave O. Bruce, Esther
 - West Edge Development Support—Dave T. Jonathan, Jeff
 - Developer's Toolkit—Robert, Dave T. Steve, Del
- The board also emphasized downtown event support (both existing and new) as well as planning for a rebrand has high priority areas for 2018

Exec Team

- Two Executive Director candidates were brought in and interviewed in January. Following special board meetings and discussion of each, a candidate for the position was selected
- A formal press release will go out on February 8th, to coincide with our regular board meeting
- The exec team also met a couple of times to work through FY19 budget discussion and clean up of our existing accounts
 - Desiree will be consolidating our accounts down to a couple, and submitted our draft FY19 budget to the City on Feb. 1st, when it was due.

Wyoming Main Street/National Main Street

- Board members Alane West, Bruce Heimbeck, and Steve Borin; committee member Melissa Amick; Fire Marshall Byron Matthews; and all staff will be attending the 2018 Main Street Conference in Kansas City, MO at the end of March. In addition, our new ED will also be attending.
- Cheyenne will be presenting at the conference, alongside Rock Springs and Green River, for their work with the Transformation Strategies and what the process has looked like for each committee

PARTNERSHIP UPDATES

CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)

- The team met, including Robert, on January 25th to discuss next steps on the UP lot scenario
 - Robert will work with MPO to determine their thoughts on the next steps and costs for completing a package that the City/CORE team can look to create on the project
 - DDA may want to consider aiding in the funds for the package, if needed, to help push this project forward and ensure the future of parking development for broader downtown in this space.
 - Once the package is complete, we will be better prepared for a full conversation with UP to determine best case scenario for all parties
- The water feature has made a comeback and the potential funds that may be able to go towards the project at this time. It is currently working its way through council with a proposal for City funds, and the last step in the cycle is commitment from DDA, in either the form of agreement that it is a density project for downtown, and/or in terms of funds. More will be brought forward on this concept at the Feb. 6th work session.

Downtown Parking

- CPD gave a comprehensive presentation of their efforts to improve parking in downtown at the December board meeting
 - For any questions, please contact staff; also, see the board meeting minutes from last month, which summarize the presentation
- They have moved forward with CPD enforcement

Downtown Safety/Security

- CPD has applied for a 40K grant for the 2018 year to keep the Operation Change program going; they are also exploring how to retain an officer on downtown beat for the future thereafter
- Desiree has a meeting with CPD, Peak Wellness, Comea, and CTC in February to continue working on other downtown safety issues

West Edge

- The Reed Rail Corridor draft plan public session was moved to March 5th.
- Robert can update on the CPOT team
- It looks as though the county is anticipating early collection of the 2016 6th penny funds, some of which were directed at “Cheyenne West Edge District Enhancements,” and we may be as close as 2.5 to 3 years away from collections

STAFF PROJECTS

Downtown Trees

- We will begin working on a plan for 2018 planning/trimming within the first-second quarter of the year

Cheyenne Mural Project

- We will begin slating properties, concepts and artists within the first quarter of the year

CURB AND GUTTER

- Solutions to how to tackle curb and gutter are being explored in conjunction with the work on the 17th street project

ROCK THE BLOCK (combined effort from multiple staff, volunteers)

- Planning has begun for the 2018 event, which will take place on June 23rd. The planning team is put together, and marketing for the event will begin mid-April to early May, as all bands are confirmed.

Adopt A Block

- Esther is undergoing program rewrite and will have more information to come in February.

ReRide

- The program led a successful 2nd year and we will look to plan kick off for the 2018 season for April 1st, 2018

COMMITTEE UPDATES

DESIGN

FIP/CIG Programs:

- The FIP program has kicked off for the 2018 year, and we are anticipating several pre-applications by the Feb. 23rd Design committee meeting
 - The documents have been adjusted for ease of administration and for the applicant and the timeline pulled way back in the year to have the final applications complete in time for the May Board meeting, allowing construction to start in June
- As per usual for this time of year, we are getting folks inquiring about our CIG programs. More to come as we approve new applications

- The committee is anticipating aiding in some of the strategic plan concepts, as they are needed

ECONOMIC VITALITY

Grocery/co-op/convenience Concept

- This is being redrafted into the strategic plan and will have momentum in the future

Business Recruitment/Retention

- Much of this will take on the form of the Developer's Toolkit, and any previous documents/work can be combined within that.

2018 New Businesses in the District

- Provisions Wine and Spirits, 1711 Carey Ave—opened end of Dec. 2017
- Cheyenne Brazilian Jiu Jitsu, 108 W. 18th Street—opened January 5th, 2018
- Chronicles Distilling, 500 W. 15th Street, coming soon!

PROMOTIONS

Ice on the Plaza Ice Rink

- The 2017 Program has wrapped up and the board will make consideration of how to handle the 2018 year, including the value of the program, etc.
- Please see the emailed, attached document with recommendations for the 2018 year (FYI, there are a lot of pages here, we will not be printing this for the board meeting. Please plan accordingly if you would like your own copy)
 - This will need a board vote at either the Work session or the board meeting, but soon, as we have a final payment due to the rink rental company.