



## **Cheyenne Downtown Development Authority/Main Street**

Board of Directors Meeting Minutes

July 13, 2017

3:00 pm, WBC Becker Board Room

### **Board:**

~~Wally Erickson~~ - President

Sam Galeotos - Vice President

Dave Teubner

Jonathan Savelle

Dave Ohde - Secretary

Alane West

Judy Myers

Steve Borin

Jeff White, City Council Liaison

Ex-Officio: Linda Heath, Laramie County

**Staff:** Desirée Brothe, Program Manager, Interim E.D.

Andy Hogan, Marketing and Communications Manager

**Guests:** Glen Garrett, Blithe McAndrew, Pete Laybourn, Dale Steenbergen,

Sam Galeotos called the meeting to order at 3:00.

Sam welcomes new board members Steve and Jonathan. Desiree introduces Esther Gonzales.

Consent Agenda: Alane moves to approve minutes and treasurer's report. Dave O. Senconds. Motion passes unopposed.

Desiree Introduces Linda Klink.

Linda states that she will be discussing the new main street advisory training and transformation strategies. Main Street was a 1970s pilot project. NMSC was established in the 1980s. They use the 4 point approach. Economic Vitality, Promotion, Design and Organization. E.V. is most important. Needed elements for the transformation strategies are local knowledge/common sense, light market analysis, business mix analysis, consumer segmentation, community surveys.

Key benefits of transformation strategy are: increased focus on economy, community engagement, and tangible outcomes.

Findings from year 1 pilot program: takes repetition, relies on research, board needs to adopt strategies, and new approach means stronger partnerships.

Matt Wagner is the VP of revitalization programs, has 20 years of experience. Matt will meet with the staff, tour, and present to board. Second visit will be the transformation strategy development. Then he will put together a final report.

Jonathan asked what happens if the strategies don't align with our other entities. Linda stated that that's why we need them at the table. Steve asked about other communities' success. Linda stated that Matt will give details on that.

Sam thanks Linda for her presentation.

Sam then stated that we need to elect the new officers. Jonathan, Sam and Steve have been elected for 4 years. Wally is not interested in continuing as president.

Alane West nominated Sam Galeotos for president. Dave Teubner seconded. All were in favor, Motion passes unopposed.

Next is the VP position. Alane West nominated David Ohde. Dave Teubner seconds. Motion passes unopposed.

Next is secretary. Dave Ohde nominated Alane West. Steve Borin Seconds. Motion passes unopposed.

Next is treasurer. Alane West nominated Dave Teubner. Dave Ohde seconds. Motion passes unopposed.

Sam Galeotos introduces Dale Steenbergen.

Dale states that the economic development study is important. Hopes that the chamber will have good cooperation with the DDA. Dave Ohde asked what line item of the budget the study would come out of. Desiree stated that it would come out of E.R.

Dale stated that it would cost \$150K and it would take 2 years. The company is called Market Street. The city and county is committed as well as the hospital, college and school district. At the end of the day we hope to have a community wide economic development plan.

Dave Ohde motions to approve the \$5k from the E.R. to the community plan project. Alane seconded. All in favor. Motion passes unopposed. We will delegate a liaison later.

No Executive team report

Sam suggested that we do not go over updates. We just go over questions anybody has.

Desiree Update:

Downtown parking, completing study on UP lot.

17<sup>th</sup> street lights are up.

Trees: we have spent several weeks working with evergreen. Final invoice will come soon.

Mural: Military mural will be done soon.

Cowboy triangle maps distributed.

Rock the block handout is in board packet.

FIP program is moving along. Updates will come later.

District Update: Kicked of this week. Helpers have chosen some blocks.

Bew Businesses: Several open in June and some in July

Ice Rink: Booked.

Why Downtown: A peer to peer review showing why people love downtown. After CFD is when you'll be seeing them.

Historic Preservation: Blyth stated that there is a meeting on Tuesday. They approved the report for the downtown update. Public comment will be at the August 8<sup>th</sup> meeting.

West Edge: City recently redid the benefit cost for 26<sup>th</sup> street. Recently submitted the request to FEMA.

DDF: Alane stated that the new president Dick O'Gara was elected. Wally Erickson is the new treasurer. Would like to learn more about Kiosks.

DCBC: No update.

Police Department: No update

New Business: DDA website. Needing to update minutes.

Dave Teubner stated that he is excited about the main street study.

Pete Laybourn stated that there was discussion of terminating the DDA. We have potential and opportunity.

Sam ended the meeting at 4:00