



**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting Minutes**

Thursday, July 19, 2018

3:00 pm, Cheyenne Depot, 2nd floor conference room

The meeting was called to order at 3:02 pm.

Present:

Bruce Heimbeck, President	
Alane West, Secretary	Jonathan Savelle
Del Lummis	Steve Borin
Jeff White, City Council Rep	Dan Holbrook
Astrid	Linda Heath, Ex-Officio Laramie Co
Lisa Pafford, Ex-Officio City of Cheyenne	

Staff Present: Vicki Dugger, Desirée Brothe, Esther O. Gonzales, Fatma Inal-Falls

Guests: CJ Young, Glen Garrett, Dave Tuebner and Julie Tucker.

1. Consent Agenda: Approval of June Minutes (June 21st & 25th) and Financial Report. Motion made by Alane West and seconded by Jeff White. No discussion. Motion passed unanimously.
2. Awareness messages: Bruce quickly highlighted two activities DDA is involved during CFD which includes a DDA float promoting downtown for the parade, and the Downtown Hoedown on July 26th. He suggested that any board member who is able to participate in these activities should.
3. Election of DDA Officers: Bruce began the process by saying that because of the timing of this election that there was not time for the executive committee to present a slate for consideration and, in light of this, he would entertain nominations from the floor. Jonathan Seville nominated Bruce Heimbeck for President, Del Lummis seconded the nomination. Steve Borin nominated Alane West for President, Astrid seconded the nomination. For the Vice-President position, Alane nominated Astrid; Dan Holbrook seconded the nomination. For Secretary, Alane nominated Jonathan Savelle; Jeff White seconded the nomination. For Treasurer, Astrid nominated Steve Borin; Bruce Heimbeck seconded the nomination. Secret ballots were cast by voting members of the board with Bruce Heimbeck and Alane West receiving a tie vote for President. All other executive board members were elected as nominated. Following the tie vote, Alane and Bruce were each given three minutes to make their case for being elected. Astrid made comments on Alane's behalf and Bruce spoke for himself. Bruce also stated that it would make sense to postpone the election until the existing board vacancy is filled if there was another tie vote. A second secret ballot was cast and Alane West was elected DDA President.
4. Once the election was over, Bruce Heimbeck handed the meeting over to Alane.
5. Conflict of Interest Statements: Vicki Dugger reminded those who had not already signed (and had notarized) their Conflict of Interest Statements, to please do so as quickly as possible as it is an

annual board requirement. (Bruce had handed blank statements out prior to the beginning of the meeting.)

6. President's Report: None.
7. Director's Update: Jeff White provided an update on the Hynds/Hole Project (as requested by Dugger) and he reported that Monday is the final vote by Council to approve the H2 Plan. Alane also stated that she is handling all leads/contacts for the project and asked if anyone had any to please email them to her. Dugger stated that the first "heavy lift" of this project is almost complete and Del Lummis asked what the next hurdles would be. Dugger stated that DDA is at 95% completion with the RFQ/RFP process; with DDA and City legal counsels to review. Alane stated that once this is finalized, it will be important to get the RFQ/RFP out as soon as possible. Concurrently, DDA will be signing the transferrable options with both property owners (and the clock starts ticking). Del asked what kind of timeline DDA would be looking at once this happens and Alane stated that it might take two years to get to ribbon cutting. Del suggested that it might be a good idea to have a local contractor as part of the review process. Dugger agreed this would make sense for the secondary review process. Dugger then provided an update on DDA projects, including the Cowboy Triangle for CFD, "Downtown Hoedown" and the "Welcome Rodeo Fans" signage that DDA had created and gotten out to downtown business owners. She also stated that she will be attending a week-long class on tax increment financing, bond financing and tax incentives in Pittsburgh in early August and had gotten a scholarship to do so (with DDA responsible for travel, meals & lodging).
8. Historic Preservation: CJ Young reported that "Tour the Legend" planning was moving ahead and that the Transportation Dinner (w/an aviation focus) was slated for November 10th. He also stated that 88,000 lbs. of scrap metal had been donated and \$3,000 raised through that effort. He stated this effort was still underway.
9. West Edge: Dave Tuebner reported on activities taking place in the West Edge, including the Civic Center Commons project and West Edge Collective project. He also stated the Reed Avenue Corridor project would be moving to 100% design phase (through the MPO issuing an RFP for this phase of the project). As for his project (Warehouse 21's new development), Tuebner stated that they will be breaking ground October or November, but that recent hikes in steel prices are complicating the project. He also stated that the Dineen's housing project is moving forward with an exploration of how many units of housing to build. He also stated that the building at 17th and O'Neil will be transitioning to mixed use (with residential above and commercial on the ground floor). Finally, he said there is a lot of interest and excitement over the Edge Fest line-up this year; with a slight worry of how many people might show up.
10. Downtown Development Foundation: Alane West stated that after a few months of inactivity, DDF had initiated a phone conference and elected officers, including: Alane West, President; Tim Ostic is Vice-President; Wally Erickson, Treasurer and Dan Holbrook, Secretary. She also stated that DDF has funds of approximately \$6,000 and will be looking for ideas on how to best spend these monies to compliment DDA efforts. She stated that perhaps, it might be to fund pedestals for temporary art installations on 17th Street.
11. Connecting the Dots: Alane stated that she is working with Jeff White on the "connecting the dots" concept to help gain support. She also stated that with the upcoming WYDOT project and in a

meeting with the Mayor, there are a lot of opportunities to move ahead. She stated that it will be important to decide how to approach the evaluation process for the prioritization of projects.

12. Brownfield Report: Alane provided an update that a grant to the City of Cheyenne from the EPA (\$1,000,000) had been extended and that the committee is now working on the policy manual. This will be a good program for downtown with 0-3% interest loans and grants to non-profits. She said people who are interested could contact Lisa Pafford with the City or herself.
13. Laramie County Commissioner's Report: Linda Heath stated that county construction projects are moving forward and that the recent Ranch Rodeo, Mud Volleyball and Bulls & Barrels events had been extremely successful. She also stated that new county fire equipment and facilities were coming online, which is very important. She also stated the July report (for May sales tax) for the 6th Penny was \$1.84m; with this quarter looking very good.
14. Main Street Updates:
 - a. Design Committee: Desiree provided a quick update saying National Park(ing) Day would be coming up as a Placemaking activity. Glen Garrett also stated the new sign on Chronicles Distillery looked great (it had received a CIG grant from DDA).
 - b. Economic Vitality: Desiree stated that the EV Committee is working on a Pop-Up Shop concept and business succession planning.
 - c. Promotions: Desiree said the Promotion Committee is working to update event policy forms and that the committee had given a \$1,000 grant to Edge Fest.
15. New Business: Astrid stated she is working on two possible events at The Plains (Lindburgh & Hemmingway themed) and is interested in DDA helping promote.
16. Adjournment: Meeting was adjourned at 4:03 pm.
17. Next DDA/Main Street Board of Directors Meeting: Thursday August 16, 2018, 3:00 p.m. Location: TBA (looking at Public Safety Building).