

Attendance: **Wally Erickson, President**
 Sam Galeotos, Vice President
 Dave Tuebner
 Jonathan Savelle

Alane West
David Ohde, Secretary
Steve Borin
Judy Myer

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

Sam Galeotos called the meeting to order at 3:00

Sam welcomed new board members Steve Borin and Jonathan Savelle.

Desiree introduced Esther Gonzales as new DDA staff.

Consent agenda- minutes and treasurers report: Alane moved to approve, Dave O seconded. The motion passes unopposed.

Desiree introduces Linda Klink, State Coordinator of Wyoming Main Street.

Linda states that she will be discussing the new Main Street advisory training and transformation strategies - the refreshed Main Street approach. In the 1970s Main Street was a pilot project. It was established in the 1980s. They use the 4 point approach. Econ Vitality, Promotion, Design, Organization. E.V. is most important as the community development field has changed dramatically. The purpose of refresh is to get a clear picture of what the challenges are. The new approach should allow flexibility. Focus can be on businesses or customers. Needed elements: local knowledge/common sense, light market analysis, business mix analysis, consumer segmentation, community surveys.

Transformation strategies: statement of econ direction, quick start, reflect community vision, measurable.

Key Benefits: increased focus on economy, community engagement, tangible outcomes.

findings from 1-year pilot: takes repetition, relies on research, board needs to adopt strategies. The new approach means stronger partnerships,

Matt Wagner is the VP of revitalization programs. 20 years non-profit experience.

Matt will visit, meet with staff, tour, and present to board; second visit will be the transformation strategy development. He will then put together a final report.

Jonathan asked what happens if the transformation strategy doesn't align with other entities. Linda stated that that is why we need them at the table. Steve asked about other communities' success. Linda stated that Matt will give details on those.

Sam stated that we need to elect the officers. Jonathan, Sam and Steve have been appointed for 4 years. Wally is not interested in continuing as president. Alane nominated Sam for president. Dave T. seconded the motion. All in favor, none opposed.

Sam stated that he has been involved and interested in the DDA for 13 years. Important to clarify the purpose of the DDA. We need clarity.

Next is VP position: Alane nominated Dave Ohde. Dave T. seconded. All in favor, none opposed.

Next is secretary position: Dave O. nominated Alane. Steve seconded the motion. All in favor; none opposed.

Treasurer: Alane nominated Dave Tuebner. Dave O. seconds. All in favor; none opposed.

Sam introduces Dale Steenbergen from the Chamber.

Dale states that an economic development study is important. Hopes that the chamber will have good cooperation with DDA on this.

Dave O. asked what line item of the budget the study would come out of. Desiree stated that it would come out of Economic Restructuring (ER).

Dale stated that the study would cost 150k and would take 2 years. The company contracted to do the work is Market Street. The city and county are 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 O motions to approve 5k from ER to the community plan project. Alane seconded. All in favor; none opposed. We will delegate a liaison at a later date.

No exec team report

Sam suggested we do not go over updates, we just go over questions anyone may have.

Desiree:

Downtown parking, completing study on UP lot.

17th 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. pamphlets distributed

Rock the Block: the board has a handout

FIP program is moving along, updates will come later.

District update: kicked off this week; asks for help.

New businesses, several open in June and some in July

Ice rink is booked.

“Why downtown” is a peer to peer review showing why they love downtown. after CFD is when you'll see the “Why downtown” posters

Historic Preservation: Blythe: Meeting Tuesday, approved report for downtown update. Public comment will be at the Aug 8th meeting.

West Edge: City recently redid the benefit cost for 26th street; and recently submitted request to FEMA.

DDF: Alane stated the new president is Dick Ogara and Wally Erickson is treasurer. DDF would like to learn more about kiosks.

DCBC: No Update.

PD: no update

New Business: DDA website. needing to update those minutes. Jonathan suggested updating web.

Dave T. stated the he is excited about the main street items. looking for more tangible items.

Linda Heath stated they will be going through their budget hearing.

Laybourn stated that there was discussion of terminating the DDA, we have potential and opportunity.