



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

Thursday, June 21, 2018

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

The meeting was called to order at 3:01 pm.

Present: David Ohde, Vice President Jonathan Savelle
Alane West, Secretary Del Lummis
Astrid Steve Borin
Linda Heath, Ex-Officio Laramie Co. Jeff White, City Liasion
Robert Briggs, Ex-Officio City of Cheyenne

Absent: Bruce Heimbeck, President

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

Guests: CJ Young, Patti Riesland, Glen Garrett, Barbara Laybourn, Councilor Pete Laybourn and Taylor Spalding.

1. Consent Agenda: Approval of May Minutes and Financial Report. Motion made Alane West and seconded by Jeff White. No discussion. Motion passed unanimously.
2. President's Report (made on behalf of Bruce Heimbeck by Dave Ohde): Highlights included: H2 Project, rebranding, West Edge development and to remember that the three strategic goals of West Edge, 17th Street and the Developers' Toolkit are still being worked on. There was encouragement for the Board to attend and support upcoming DDA events: "Rock the Block" and the "Downtown Hoedown". There are two Board vacancies (Dugger interjected that one vacancy had been filled) and that good candidates should be encouraged to apply to the DDA through the Mayor's office.
3. Director's Update: Dugger provided an update on DDA underwriting the cost of the Cowboy Triangle for CFD and conveyed the planning for DDA's "Downtown Hoedown" event during CFD was coming along well. She also reminded the group that "Rock the Block" would be occurring this weekend and invited everyone to attend.

Dugger then turned to the more critically important and detailed discussion of the need to revise the 2019 DDA Budget as presented to the City because two line-items (Tree Maintenance & Parking Garage Subsidy) would no longer be funded activities for the organization due to the passage of the new tree ordinance for downtown and the police department taking over all aspects of parking, including issuance of permits. The recommendation to revise the budget came from the City's Finance Committee, which took up DDA's proposed budget, on Monday, June 18, 2018. The committee asked that Councilor White sit down with Dugger to provide a plan of reallocation that could be presented at the Monday, June 25, 2018 Council meeting. From the work that White and

Dugger did to realign the budget, Councilor White presented the Board with the proposed revised budget, pointing out that monies had been reallocated to address the issues raised. (See attached revised budget.) The revised budget was \$6,000 less than the original budget because DDA was giving up the monies allotted to Tree Maintenance to the new City oversight of trees and landscaping. The only other changes were changes within categories. After the board had a chance to compare the two budgets, ask questions and discuss the matter, Alane West made the motion to pass the revised budget as presented; Jonathan Savelle seconded the motion. Board discussion ensued. During public comment on the motion, Councilor Laybourn voiced his strong opposition to the budget, suggesting that even if it passed, he would vote to postpone its passage by Council on Monday. Dave Ohde called for the vote on the motion. Motion passed unanimously.

Dugger next updated the Board on the H2 Resolution discussion during the Finance Committee meeting (June 18, 2018) regarding the Wyoming State Statute requiring a "Development Plan" for any development activity (including planning) by DDA within the district. Following the Finance Committee meeting, Dugger sought clarification from DDA legal counsel regarding what said plan had to include, which is not stipulated under Wyoming statutes. She also sought feedback from Tom Mason, MPO's office, and Robert Briggs, Cheyenne Planning Director, on what the plan should include. From their direction, a "Development Plan for the Hynds/Hole (H2) Project" was drafted by Dugger to satisfy statutory requirements. The draft was circulated to the H2 committee, Councilors White and Roybal (sponsors of the H2 Resolution), and Robert Briggs. Following their feedback, the draft was updated. The plan outlines the process the Board affirmed at the May 19, 2018 DDA Board meeting and includes information taken directly from the PowerPoint presented at the DDA Executive Session on May 19th. In addition, the plan includes background and history of the properties and prior redevelopment efforts. The Board received hard copies of the plan but desire to wait to vote on it until next month's meeting.

As part of the H2 Project discussion, Alane West outlined the DDA policy requirements for members to annually update their Conflict of Interest forms. She also indicated that in light recent dispersions cast within the community regarding potential DDA board conflicts of interest regarding the H2 Project, she requested that Board members sign a specific Conflict of Interest document as relating to the H2 Project. Taylor Spalding, a notary from Wells Fargo, was on hand to notarize signed documents. West also told the Board that both she and husband, Chuck West, would be signing more in-depth Conflict of Interest forms to quell any more talk within the community regarding this issue.

Returning to the discussion on the larger H2 Project, Councilor Laybourn, in comments from the public, stated his strong opposition to several issues related to DDA and the H2 Project. He also cited his issues with the existing City Resolution on the H2 Project, asking why the DDA attorney was not at the Board meeting as part of this discussion. Dugger reminded the Councilor that the DDA attorney had no say over the wording of the City Resolution, but that responsibility fell to the City Attorney. The Councilor verbally stated his support in seeing the Hynds redeveloped. After the Councilor finished his comments, Dave Ohde asked if there were any other comments. In response, Dugger stated that Randy Bruns, Executive Director of LEADS, had told her personally that Councilor Laybourn had come to him to ask that LEADS *not* to participate as a partner with DDA in the H2 Project. She said she felt it was important for the Board to have this information in light of the comments of support of the project that Councilor Laybourn had just made.

4. Historic Preservation report: CJ Young updated the Board on planning for “Tour the Legend” event that would focus on downtown fraternal organizations. He also updated the group on the upcoming “Aviation” fundraiser slated for November 10th.
5. West Edge: Jeff White provided an update of what’s happening on the West Edge, including the recent announcement of the band line-up for Edgefest set for August 25th. He said the event would take place at 21st and Reed and includes a great band line-up, including Wildermis and Bishop Briggs.
6. 17th Street Committee: “Connecting the Dots” & Opportunities: As the chair of the 17th Street Committee, Alane West presented a short PowerPoint outlining the need to take all the individual plans that have been created, determine the missing pieces and create a cohesive, integrated 10-15 year masterplan for prioritized implementation of streetscape and infrastructure improvements. She also discussed the upcoming opportunity to piggy-back on a planned WYDOT project on Warren and Central to create pedestrian improvements such as seat-wall planters that include trees, landscaping, irrigation and lighting. The Board had a general discussion about the need to create a cohesive masterplan for downtown.

Alane West made the motion to add under the “Programming” category of Strategy #5 of the Strategic Plan: Evaluate existing Downtown conceptual plans, identify gaps and potential opportunities. Create a cohesive, integrated 10-15 year phased and prioritized plan of streetscape and infrastructure improvements; using current locations of economic vitality as the nexus for prioritization. The motion also included changing the name of the the existing committee, “Finishing 17th”, to “Connecting the Dots”. Astrid seconded the motion. Motion passed with Dave Ohde and Steve Borin abstaining. Dave Ohde suggested this project might be an excellent candidate for a Work Session.

7. Downtown Development Foundation: Alane West stated there was no report this month.
8. Laramie County Commissioner’s Report: Linda Heath stated that the most recent income for the 6th Penny was \$1.6m. She also said that the County is moving ahead with construction at the Archer Complex, saying there are also a lot of events taking place. Heath then gave an update on the meeting of the Board of Equalization and that an update the County Land Use regulations is now open for public comment. She also stated that Tom Mason, the MPO, said he would be amenable to do a study to look at the possibility of changing some of the one-way streets in downtown back to two-way streets; with the most likely candidates on the N-S axis being Pioneer and Carey, then taking a look at the best opportunities with E-W streets.
9. Main Street Updates:
 - a. Design Committee: Desiree provided a quick update saying that façade rehab work had begun at St. Paul’s and that the Atlas exterior is in the process of being painted. She also said that The Donut Shop had completed their façade improvements.
 - b. Promotions: Desiree said that “Rock the Block” will take place this Saturday and that preparations are made and that it will be a great event. She invited the Board to attend.
10. New Business: As an informational update, Alane West stated she had learned of a conference focused on Tax Increment Financing in August and suggested Dugger should attend.

11. Recognize Departing Board Members: Robert Briggs had to leave the meeting at 4:25 pm, but before he left, the Board voiced their sadness at his leaving and thanked him for all the great work he has done for Cheyenne. Dave Ohde was then recognized by Desiree for his long-term commitment to DDA and the downtown as a whole.
12. Adjournment: There was no official adjournment time as the Board partook in cake, ice cream and conversation as part of a good-bye and thank you to Dave Ohde for his service.
13. Next DDA/Main Street Board of Directors Meeting: Thursday July 19, 2018, 3:00 p.m. in the 2nd floor board room at the Cheyenne Depot.