

## **Cheyenne Downtown Development Authority**

March Board of Directors Meeting Minutes

Thursday, March 26, 2020

**Attendance through Zoom meeting: Bruce Heimbeck, President, Jonathan Savelle, Steve Borin, Astrid, Craig Kerrigan, Breck Collier, Haylee Chenchar, Jeff White**

**Staff:-Amber Ash, Genee Vidakovich**

**Ex-Officio: Laramie County - None  
MCPD - Julie Tucker  
Historic Preservation – Don Herrold**

**Public: Glen Garrett, John & Lindsay Lamb with CRUSH from Denver**

Meeting called to order at 3:02 pm by President Heimbeck

Motion to approve Consent Agenda by Astrid, second by Craig Kerrigan. Motion passed.

Executive Director's Report: Amber Ash commented that the COVID-19 grant assistance has been released. To date, 7 applications have been received and applications close on April 3<sup>rd</sup>. Amber Ash welcomed Haylee Chenchar as new Marketing Manager, she will be starting on April 1<sup>st</sup>. She will be resigning from the DDA Board of Directors before she starts her new position.

President's Report: Bruce Heimbeck commented that he and Amber Ash have not met with the Mayor regarding the budget because of COVID-19, but the meeting will be conducted by conference call at a later date.

City Report: Jeff White commented that there was not much to report as this time. It is very difficult to gauge where this will put the city as we go into budget, preparing for the worse, hopeful to start the rebound process.

Laramie County Commission Report: None at this time.

Historic Preservation Report – Don Herrold reported they have received a grant from the Women's Civic League to go toward the fountain and the tile sheets are in. They planned to do something for Historic Preservation Month in May but are looking at other options to commemorate historic preservation due to COVID-19.

Bruce Heimbeck asked to table the amended budget for one month. Motion by Astrid, seconded by Breck to do so. Motion passed. Amended budget will be presented at the April meeting.

Re-Ride- Motion to approve and submit the Cycle Wyoming Grant by Jeff White and seconded by Steve Borin. President Heimbeck asked for discussion. Motion passed.

Motion by Jeff White to move the money out of FY21 and into this year's expenses in the amount of \$20,000.00 for the Re-Ride program, seconded by Breck Collier. After discussion, the motion was tabled until the budget is approved as a total document.

The Re-Ride MOU with Visit Cheyenne has not been completed. Motion to enter into negotiation with Visit Cheyenne by Astrid, second by Craig Kerrigan. Bruce Heimbeck asked for discussion. Motion passed.

The Against the Wind grant is a work in progress. The grant will run through the Downtown Foundation. Motion by Breck Collier, seconded by Steve Borin to submit the grant. The will contract with Lindsay and John to provide technical assistance including designing a logo, developing a website, and creating a sponsor deck to get this project off the ground for the program to happen in the summer of 2021. Motion by Steve Borin, seconded by Haylee Chenchar to approve \$6,000 for funding Phase 1. Bruce Heimbeck asked for discussion. Motion passed.

The Board discussed the AARP Open Streets Grant. Motion by Astrid to approve and submit the AARP Open Streets Grant, seconded by Breck Collier. Bruce Heimbeck asked for discussion. Motion passed.

The Board discussed the application for the History under Foot program through the Wyoming Cultural Trust Fund. Motion by Breck Collier, seconded by Astrid to approve and submit the grant application to the Wyoming Cultural Trust Fund. Motion passed. The Historic Board will provide a letter of support for the grant application.

Design committee-no report at this time.

Motion to approve the submission of \$2,500.00 technical assistance grant and a \$2,000.00 placemaking grant through Wyoming Main Street by Craig Kerrigan, seconded by Haylee Chenchar. Bruce Heimbeck asked for discussion. Motion passed.

New Business:

Bruce Heimbeck commented on the 7<sup>th</sup> Penny tax initiative being proposed by Forward Greater Cheyenne. Motion by Astrid, seconded by Breck Collier to support the 7<sup>th</sup> penny tax. After discussion the motion failed. DDA does not support this ballot initiative at this time.

Motion by Craig and seconded by Astrid to commit \$1000 to the Forward Greater Cheyenne initiative through Visit Cheyenne for the Live Legendary campaign. This initiative will help promote tourism downtown. After discussion, the motion passed.

Motion by Haylee Chenchar, seconded by Jeff White to allocate \$14,000.00 for a Visit Cheyenne Project to project images on the Depot this summer. This would be one third of the cost. Bruce Heimbeck called for discussion. Motion passed with Astrid opposed.

The proposal by Glen Garrett for a new sign for the DDA building at 109 W 17<sup>th</sup> Street was presented and discussed. Motion by Jonathan Savelle, seconded by Haylee Chenchar to go

ahead with design phase. Bruce Heimbeck asked for discussion. Motion passed.

Bruce Heimbeck asked for any public comment. Astrid commented about closing the hotel with a hope to re-open as an extended stay and dropping the rates to at least half. Bruce Heimbeck commented that Haylee Chenchar is resigning as a board member and will send a resignation letter dated tomorrow 3/27/20. There were no further comments from the public.

Motion for adjournment moved by Jonathan Savelle and seconded by Astrid Second. Meeting adjourned at 4:28 P.M.