



Cheyenne Downtown Development Authority/Main Street

Board of Directors Meeting

May 12th, 2016

3:00 pm, WBC Becker Board Room

Board: Hans Seitz, *President*

Dr. Mark Rinne, *Vice President*

Wally Erickson, *Treasurer*

Dave Ohde, *Secretary*

Gabriel Pina

Buck Holmes

Dave Tuebner

Charlotte Powers

Alane West

Will Hardin

Staff:

Amy Surdam, *Executive Director*

Ginny Olson, *Administrative Assistant*

Desirée Brothe, *Program Manager*

Guests:

Samuel Weinstein; Richard Johnson; Becky Orr; Glen Garrett; Blithe McAndrew; Lorraine Grigsby; Brandon Cammarata

Mr. Seitz called the meeting to order at 3:01 pm.

Consent Agenda

Mr. Pina moved to approve the Consent Agenda in its entirety, including payables in the amount of \$14,958.72, transfers in the amount of \$0, and payroll in the amount of \$12,000.00. Mr. Ohde seconded the motion, and it carried, unopposed.

Historic Preservation Board—Blithe McAndrew

Ms. McAndrew reported that the board had recently met and discussed the Children's Museum at a public session. This was met with few comments. Also, several representatives of the HP Board were available at the Design Committee's FIP kick off meeting at the end of April. The HPB has put out an RFP for consultants for the downtown historic district update. There was a question of timeline for this project, to which the reply was that one hasn't been laid out yet.

Downtown Development Foundation—Alane West

Ms. West reported that DDF had not met recently, and would be meeting in the next quarter.

DCBC—Gabriel Pina

Mr. Pina reported that the DCBC is doing quite well and has had a lot going on. Recently, Geek Garage expanded to a new location and they performed the ribbon cutting for this. Also, Tasty Bones BBQ and Bakery has opened up a brick and mortar, and at ribbon cutting is planned for May 18th. They are up to 48 members, and have the first seminar set for May 26th at the Asher. Will Hardin and Troy Wolfe will be the speakers. He is working to have a booth at the Fridays on the Plaza to promote downtown

businesses during that time. A walking map of Downtown and specials will be provided to those who stop by the booth on those evenings.

Organization Committee—*Gabriel Pina*

Gabriel reported that the first Adopt a Block event of the season was well attended, with 33 volunteers and about 51 hours completed. He stated that there are currently 8 businesses that have sponsored blocks in the downtown, and 2 that have sponsored people (the workforce) as opposed to a block. He also mentioned that 3 of the businesses sitting at the table have adopted blocks. Mr. Tuebner spoke up and stated that he would like to sponsor a block.

In regard to the Block Ambassador program, it has been going well with positive feedback and information rolling in. He has been in conversation with folks on the South Side of the district who will be ambassadors for that end. Mr. Seitz and Mr. Weinstein asked after the information as well.

Design Committee—*Dave Ohde*

The committee met and approved two CIG applications: one for the Himalayan Café and one for Tasty Bones BBQ and Bakery. The committee also hosted the kick off for the FIP program on April 28th. It was attended by about 30 people. They are accepting preliminary applications for the program, due by May 18th. At the May meeting, the committee will assess the projects and advance them to the next round.

Mr. Ohde has met with Mark Ellison in regard to the downtown trees. Mr. Ellison has identified 18 ash trees that need to be sprayed for ash borer by mid-June. The proposed trees are located between 15th and 18th Streets and Thomes and House avenues. The area has been narrowed to this in order to fit the limited tree budget for FY16. They are expecting this cost to range from \$1500-1800. **Mr. Ohde called for a motion to allow a selected company to go forth and spray the trees as needed, as soon as possible. Wally moved to approve; Dr. Rinne seconded the motion.** Mr. Pina asked if the City was handling the trees, to which Dr. Rinne replied that they only handle this issue on City property, not private, including the right of way. He went on to state that the City may not be taking the trees over in the next fiscal year. The motion passed unanimously.

Promotions Committee—*Charlotte Powers*

Charlotte began by explaining that the Event Sponsorship amounts have been adjusted according to the proposed FY17 budget, which allots \$15,000.00 towards event sponsorships. The committee has made minor changes, such as the Cheyenne Arts as an individual line item, and the Ball Drop amount was reduced by \$1600.00. Overall, the committee is working to keep these funds tied to promotional materials and marketing.

Mr. Pina asked if the amounts were to change if we do not receive as much funding as we think. Dr. Rinne stated that he feels that this amount will be fine for the next fiscal year. Mr. Seitz and Ms. Surdam commented that these funds have already been written into the budget proposal, and if there are further changes, it will require further discussion. **Ms. Powers moved to approve the FY17 Event Sponsorship requests, recommended by the committee to the Board, totaling \$15,000.00. Mr. Tuebner seconded the motion and it carried unopposed.**

Ms. Powers went on to discuss the Ice Rink. She stated that this has been built into our Strategic Plan for the upcoming Holiday Season. She thanked Ms. Olson for her initial research into various Ice Rink companies, which the committee was able to quickly eliminate down to just a few quotes. Rental time

lengths are anywhere from 14-44 days, and many have shipping, set-up, skate rental and sharpening, etc. built into the packages. The monitoring and maintenance will be completed by volunteers. There will need to be consideration of fees for use of the rink. Finally, Ms. Powers has been working with Shannon Martinez with the City and Special Projects to work out the logistics of placing the rink on the Plaza.

Ms. Powers would like a recommendation from the Board to be able to move forward on a rink, should everything fall into place as it needed. She would like to be able to pull the Executive Board aside to approve a deposit on a rink. Mr. Seitz stated that this is a similar scenario to that of the Shared Artist Work Space, and would the board be ok with this procedure. Ms. Powers also mentioned that if a rink can be booked in plenty of time, the total amounts are less than the expected and budgeted amount.

Mr. Tuebner commented that he likes this method. Mr. Seitz stated that he would like the rink to be free for all to use, or to find a way to make it so. Mr. Erickson commented that we should be able to find sponsors for this should it come down to that. **Ms. Powers then moved to approve that if an ice rink rental package is found, it will be taken to the committee and the Executive Board for final approval. Ms. West seconded the motion. Dr. Rinne amended the motion by stating that the rink must not exceed the allotted \$25,000.00. Mr. Pina seconded the amended motion. Both the amendment and the original motion than passed unanimously.**

Economic Restructuring—*Samuel Weinstein*

Mr. Weinstein stated the ER committee and a special review panel have been working on the micro lending program. A month or so ago, the committee voted to make the lending program a grant program. After further discussion at a committee chairs meeting, it was decided that a solid draft of both program documents would come to the Board for final say as to which program the committee markets. Both documents have been completely rewritten over the past 6 weeks, with minor changes to the lending document, and the grant program written based on the lending document. Both programs are overseen by a review panel of 3, and Ms. Brothe as the contributing, non-voting staff member. He would like the Board to offer their thoughts on the two programs, as well as a final selection of which program to go with.

Mr. Seitz expressed the original intent of the program, as it was created about 2.5 years ago, designed as a loan program that would be repaid over time. The committee has had one person in the district take advantage of the program. Overall, the intent of the program is to create economic vitality for the downtown. He reiterates that it would be nice to give the committee guidance.

Mr. Weinstein explained that the goal of both programs is to help both new and existing businesses and to be a catalyst for change and improvements in the downtown. The grant program was written to be a quicker turnaround option than the lending program. It was commented upon that for the FY17 budget, \$25,000.00 has been allocated.

Dr. Rinne asked how the original lending program was marketed, and if this was done well. Mr. Weinstein commented that this was part of the committee conversation, and that they were not comfortable in marketing something that they were also not comfortable in handing out. Mr. Tuebner stated that he is not a fan of the DDA acting as a loan organization. Dr. Rinne countered that while he understands reluctance at the idea of “lending” money, with a grant, when the funds are gone, they are gone. Repayment constitutes that we will see some return on the funds that we have expended. Mr. Pina asked what would happen to our current person under the former loan program, to which Mr.

Weinstein replied that this individual would be grandfathered in. Ms. Powers commented that she did not feel that either of these programs represented the same outward communal good that many of the other DDA/Main Street communal programs do (ie. CIG, FIP, Event Sponsorships). Mr. Tuebner asked that we be mindful of public perception as we just approved funds to go to Mr. Hatch for the Hynds building. Dr. Rinne pointed out that those funds come from a savings account for economic development and not from the same budget as these funds would come from.

Mr. Pina offered thanks to the committee for their hard work on both of the documents. He stated that he feels with far better marketing and updating, the lending program could perform well. Mr. Ohde commented that he would support a grant program if there was a match from the applicant to show buy-in. Mr. Hardin commented that with the most current document drafts and minor changes, the lending program is all but a grant as it sits, with repayment being the key alteration between the two. **Mr. Pina moved to allow the ER committee to continue working with the micro lending program. Mr. Erickson seconded the motion. Dr. Rinne requested that final documents come to the board. Mr. Weinstein stated that the review panel would come together to see the final documents through. The motion passed unanimously.**

Mural Project and Cheyenne Creative—*Desirée Brothe*

Ms. Brothe offered updates as to the process behind the current mural projects. A comic themed one is going in behind Sanford's Grub and Pub and The Loft Collectables and Comics. Also, with remaining funds, another mural will be completed on the walls above Marv's Pawnshop.

Ms. Brothe also stated that space and lease contract were finally secured for the Shared Artist Work Space, now to be known as Cheyenne Creative. She is working through the logistics to get the space ready for artists to move in in early June. A grand opening of the space will be held towards the end of June.

Budget

Mr. Seitz stated that he has recently met with Lois Huff, Mayor Kaysen and Ms. Surdam to work through the budget process for FY17. He stated that he would turn the conversation over to Ms. Surdam and Dr. Rinne.

Ms. Surdam began by saying that she has prepared at a 10% reduction for the FY 17 budget. After meeting with Mayor Kaysen, there were a few items that were not previously considered and she's adjusted to maintain this reduction. It was noted that the allocation for the trees (which the City has requested stay with the DDA/Main Street budget) is nowhere near enough to manage and maintain them, and that a better long term plan needs to be placed. For now, we should look at increasing this in the future. Also, the City has asked that we keep the funding of the Fridays on the Plaza events. Ms. Surdam has asked that if we continue to fund this event, we have a more prominent seat at that table.

Additionally, Ms. Surdam noted a 9% reduction on administration as a whole: 35% of the budget is allotted towards administration, and 65% is set towards programming. The largest caveat within discussions with the Mayor and Ms. Huff is that they have asked that \$100,000.00 be allocated to the DDA/Main Street as unencumbered funds. An additional \$350K would be set aside in reserves, to be requested through Council when the time came to use these funds. The City feels that this approach furthers transparency. The discussion turned towards this process and what this would look like.

There was expressed concern at needing to come forth for every project, and whether or not projects could be bundled. Dr. Rinne has inquired as to whether Council would like to deal with these requests regularly. Ms. Surdam commented that she envisions the \$350K to be used for the FIP Program, the planter contract, trees, parking, West Edge aid, the 17th street efforts, and finally Plaza events, which totals the \$350K. These requests could be bundled, potentially. It was also mentioned that we request that the funds be removed from reserves and be allocated to the DDA/Main Street as a single amount. But, this would not be met well, it was felt. Dr. Rinne commented that the Council is still fleshing out how some of the requests could/would look. There was questions as to what it would look like if the City was using its savings to fund the DDA/Main Street, to which the comment was that this option presents a balanced budget to the Council. It was noted that with the City's budget cuts, it looks as if the DDA/Main Street is shouldering the brunt of this.

Mr. Seitz commented that we cannot forget our Mill Levy increase we gleaned in October, or that the City is looking at funding the Skybridge. They are doing some things for downtown, and we need to weigh how we handle the fiscal year. Mr. Tuebner stated that he feels that the requesting of funds may garner buy-in towards efforts in downtown. Dr. Rinne agreed with this point, and overall feels that the question lies in what level does the council want to deal with these requests, especially for small ones in repetition. Overall, this request process slows up many of our program operations, possibly lengthening the time for approval of certain items (ie. CIG requests). With further discussion towards allocations for trees, the FIP and the CIG programs, **a motion was finally called to decrease line 17 from \$100K to \$60K, to make line 20 at \$55K; and to leave line 18 untouched in the proposed FY17 budget. Mr. Erickson seconded the motion. The motion carried unanimously, with a request of Mr. Ohde to find an average of CIG requests per month.**

The budget discussion continued, with Mr. Seitz stating that any board member who could go before Council in support of the DDA/Main Street on May 18th to please do so. Mr. Tuebner asked about funding for the water feature and planning. Ms. Surdam commented that she had applied for a grant for the design phase of this project, which was not awarded. She is working with Mr. Ohde on the next steps for this.

Finally, Mr. Ohde moved to approve the drafted FY17 Budget with amended changes. Dr. Rinne seconded the motion. It carried unopposed.

Other New Business

Ms. Surdam stated that she has been working with Chief Kozak on police presence in downtown. Unfortunately, there is not a large workforce present from the department itself, but, a 25-man citizen patrol does exist and she and the Chief are looking at utilizing these folks downtown. This group is excited to help with monitoring and keeping an eye on things. They will work closely with the Block Ambassador program. It was noted that Element Church has put up \$7,000.00 for uniforms for the patrol.

Mr. Seitz stated that it is almost time to hold Board elections again soon. He would like to look at doing so at the June Board meeting, so that new terms could start in July. He asked than anyone wanting to be a candidate speak up and notify the others with their intent. Open nominations and voting will be held at the next meeting.

Mr. Tuebner asked that the next agenda reflect an update for the West Edge project. He commended Mr. Cammarata and Dr. Rinne on their efforts to continue to see that this project stays alive.

The meeting was adjourned at 4:49 pm.