



DDA/Main Street
 Board Update
 November 6th, 2017
 Desirée Brothe
 Operations Manager/Interim Executive Director

ORGANIZATION UPDATES
Board /Work Sessions
<ul style="list-style-type: none"> • Our newest board members, Del and Bruce will be with us at the November meeting • We will need to slate our next work session at the next board meeting. • We did receive a “Thumbs Up” in the WTE on October 21st for our work at becoming “more relevant”, our stakeholder engagement sessions, and our efforts in general.
Exec Team
<ul style="list-style-type: none"> • Met last Thursday in regard to the ED applicants as well as a recent MOU proposal that Councilman Laybourn is interested in pushing through. (more info at the board meeting)
Wyoming Main Street/National Main Street
<ul style="list-style-type: none"> • Matt Wagner with National Main Street has provided me with his draft document. I will discuss this briefly at the board meeting as appropriate.
PARTNERSHIP UPDATES
CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)
<ul style="list-style-type: none"> • CORE team has backed off meeting the last month or so due to travel and scheduling constraints. • The LEADS board is interested in working closer with the DDA/Main Street in some capacity. This is nebulous and still being fleshed out. Desiree will provide an update when more concrete information is available, but we are exploring the opportunity.
Downtown Parking
<ul style="list-style-type: none"> • The draft of the UP Lot study and following discussions with the consultant were had. Awaiting the final document, following any additional needs from either party.
Downtown Safety/Security
<ul style="list-style-type: none"> • Operation Change for 2017 has concluded and will have a wrap-up event on Nov. 14th from 5:30-7 pm at the Public Safety Center • Following several comments/concerns at the October Stakeholder meetings, Desiree met with the director of CTC. We will be working on additional strategic ways to help educate the downtown community on perception and statistics regarding the facility. • I have continued to meet with representatives from Comea, Peak Wellness, CPD, etc. to work on other education and solutions to downtown safety/Security issues.
West Edge
<ul style="list-style-type: none"> • The Reed Rail corridor team consultants presented to the community on Oct. 3rd. They offered the current scope of work on the 30% planning towards the Corridor, and asked for public input on various aspects of the plan. For more information, please contact Desiree. • Robert can provide any further updates in regard to the West Edge from the City standpoint
STAFF PROJECTS
Water Feature and Alley Modernization
<ul style="list-style-type: none"> • Invoice for the Alley Modernization Feasibility will be sent to JPB for final payment for that process/schematics

<ul style="list-style-type: none"> • The water feature remains poised and ready
Downtown Trees
<ul style="list-style-type: none"> • Evergreen Tree Care completed fall tree trimming from 15th to 19th and Warren to Pioneer during the week of October 23rd • Spring of 2018 will see additional plantings and removals where needed on a wider scope of area, and Fall of 2018 will include trimming in that same wider area. • The leaders of Clean and Safe have agreed to tackle grate removal/rock addition this fall and winter as time permits. In addition, they will take care of weeds, tree suckers, and general debris in the tree grate areas
Cheyenne Creative
<ul style="list-style-type: none"> • This program is completely wrapped up and I will complete the full narrative on the project and its outcomes will be complete this fall/winter 2017
Cheyenne Mural Project
<ul style="list-style-type: none"> • No updates at this time; more to come in the early part of 2018, following our winter projects
CURB AND GUTTER
<ul style="list-style-type: none"> • Solutions to how to tackle curb and gutter are being explored in conjunction with many other potential projects. <ul style="list-style-type: none"> ○ Alane will provide further update at the board meeting
ROCK THE BLOCK (combined effort from multiple staff, volunteers)
<ul style="list-style-type: none"> • Planning for next year's event will commence in January, 2018 following the Ice Rink
Adopt A Block
<ul style="list-style-type: none"> • The program rounded out nicely with a few of the block adoptees scheduling a final clean up in September. • Esther put together a very nice thank you breakfast for the Adopt-a-Block participants the morning of Halloween • We are looking forward to growing this program for the 2018 summer!
ReRide
<ul style="list-style-type: none"> • ReRide has just concluded for the season; Desiree will be meeting with George soon to go over final numbers and to prepare a report for the 2017 program year <ul style="list-style-type: none"> ○ Note: George and I have been playing phone tag for a couple of weeks so I have not had an opportunity to complete my report
FY2017 Audit
<ul style="list-style-type: none"> • The board will receive the final audit report at the November board meeting.
Internal Office Organization
<ul style="list-style-type: none"> • We have had to update our office technology recently due to a variety of issues. We are excited to have new computer modems and a new printer contract. • In addition, we will begin exploring moving our shared drive to Google Drive, making inter-office work much more manageable • We are also streamlining inner office communications (such as accounts, passwords for shared service accounts, etc.) more manageable in anticipation of any incoming staff
COMMITTEE UPDATES
DESIGN
FIP/CIG Programs:
Continuation of discussion on some new topics for the design committee. Brian will provide an update on these as well:

1. Streetscape Guidelines—previously done in the late 90s, early 2000s and perhaps time to revisit.
2. Design Guidelines—much as with the Streetscape, what we have are old and need updating.
3. Feasibility Studies for downtown buildings—research and how to implement.
4. Rewrite of the FIP program, streamlining all processes.

The Joint Powers Board has once again agreed to fund the FIP program up to \$20,000.00 for the 2018 program year!!

ECONOMIC VITALITY

Grocery/co-op/convenience Concept

- The stakeholder meetings showed a continued resounding support for this concept
- This will make its way back into our strategic planning and next steps and goals will be developed from there

Property Database/Business District Update

- Staff and volunteers have wrapped up the bulk of this and will be pulling final numbers together soon.

Business Recruitment/Retention

- The committee continues to be interested in the outcome of our grant process. In the meantime, staff is working on fact sheets for each of the challenge properties that we have in downtown, and the committee will continue working through a recruitment/retention packet to coincide.

New Businesses in the District

A couple new locations expected as the year rounds out. They will be reported when they are official.

Openings from the summer:

- Finishing Touches (Interior Design) relocated to downtown and opened early August
- Olympus Comics (Formerly Griffon Comics and Games) rebranded and “opened” early August
- Dunlevy Music Studio—opened music lessons/education in August
- The Republican Party offices relocated to Capitol Ave this summer
- The Crooked Cup Coffee Shop—opened July 21st
- Endless Christmas—Opened early June
- Downtown Hub—Opened mid-June
- Dad’s Café—Opened early July
- Topper’s Pizza—Opened early July
- The Cheyenne Candy Emporium—Opened mid-July

PROMOTIONS

Ice on the Plaza Ice Rink

Committee continues to work through logistics of the ice rink. Mikki will provide a full update on the rink at the board meeting.

Why Downtown

Photo prints are ready; Desiree just needs to work to get them in the buildings.