



## **Cheyenne Downtown Development Authority/Main Street**

Board of Directors Meeting Minutes

September 14th, 2017

3:00 pm, WBC Becker Board Room

**Board Members:** Sam Galeotos, President  
David Ohde-Vice President  
Alane West -Secretary  
Dave Teubner- Treasurer  
Jeff White - City Council Representative

Jonathan Savelle  
Steve Borin

**Ex-Officio:** Linda Heath, Laramie County

**Staff:** Desirée Brothe, *Interim Director*; Esther Gonzales, *Office Coordinator*

**Guests:** Wayne Hanson, Mike McGowen, Mikki Munson, Travis Kirchefer, Pete Laybourn, Glen Garrett, Brian Beadles, Stephanie Lowe, Austin Hueglet, Officer Josh Hedum, Vincent Russo

Sam Galeotos called the meeting to order at 3:00 pm

### **Consent Agenda**

Jeff moves to approve the consent agenda as it stands; Alane seconded the motion and it carries unanimously.

Sam begins the meeting by reminding those present of our state statues and that by which we have been charged with as an organization.

### **President's Report:**

Sam Thanks everyone who attended the recent work Session and states appreciation and commitment of all present. Sam asks Dave Ohde to report about the information he gathered about the position from other board members. Dave reports that he did not receive any comments and that he would like to tweak the position and send it out. In addition, Alane will be researching a recruiter. **Dave Ohde moves to give the Executive Committee the authority to handle the position description and hiring of the executive director. Steve seconds the motion and it carries unanimously.**

Sam goes on to state interest in forming a committee to move parking project forward. He wants to touch on key items towards parking in the downtown, and asks that anyone interested please submit their name to Desiree and Esther. He also expresses interest in setting a Property Owner's Advisory in the future and for interested individuals to contact staff.

**Directors Report** – Desiree informs the board about businesses that have moved into the district and opened recently.

**Historic Preservation Board** – Stephanie Lowe announces the *Tour the Legend 5th Annual Homes Tour* on Saturday, September 23<sup>rd</sup>, 2017 from 10:00 AM - 4:00 PM, \$20.00 a ticket. At a recent meeting in regards to the Airport Fountain Project, they have discovered that costs are much higher and they do not have any immediate solutions.

**West Edge**—Stephanie Lowe discussed the recently approved FEMA grant extension with the Civic Center Commons Project. The application has gone to our local region 8, and forwarded to National headquarters, who will give the final sign off. This will be for a 1-year extension. The next steps are to wait for National to respond. She concludes with upcoming public meetings for the Reed Rail Corridor plan on October 3<sup>rd</sup>.

**Downtown Development Foundation** – Alane discussed that the board has recently been reviewing projects and has money available for a project \$6,000.00 or less. They are interested in looking at and gaining momentum around a specific project that they can raise funds for. Alane states that she will work with Dick on that.

**CPD** – Josh did not have much new to report. Sam thanked the Cheyenne Police Department for their work over the summer in downtown. He appreciates the additional foot patrol and the changes it has made.

**Edge Fest** – Dave Teubner thanked the DDA for their part in sponsoring the event and general support of the West Edge. He commented on the growth of the festival, and that they went through several kegs of beer!

**County**- Linda reported on the 6<sup>th</sup> Penny and their recent meetings on options for financing on projects as well as updates to the county courthouse project.

**Design Committee**- Brian Beadles reported on the recently approved Façade Improvement Program final applicants. Fly Dragon Art Design Studio applied for a new paint job to the building and overhead doors/window upgrades. The property at 215 W. 17<sup>th</sup> Street applied for general façade updates and repairs, and will be much needed upgrades to the block as a whole.

In addition, the Atlas also reported an additional \$27,000 towards costs as well as extension on the easement agreement through to next year. The Design committee had moved to advance all projects forward, as well as allocating further funds towards the Atlas. The program requirements dictate a final board approval for the program year. Dave Ohde clarified that the extension date agreed upon would be achievable, to which the reply was yes.

Following no further questions, **Ohde moved to approve the projects for the 2017 FIP program, including Flydragon Design Studio and the property at 215 W. 17<sup>th</sup>, as well as the additional allocation and extension for the Atlas Theatre, all totaling \$74,099.55. Alane seconded the motion and it carried unopposed.** Dave Teubner offered a thanks for the visual representation on the projects, stating that it was helpful for context.

**Economic Vitality** – Cameron was not able to be present at the board meeting and Desiree provided a brief update to the board, stating that the committee had met and is eagerly awaiting further direction following our current planning efforts and work with the Main Street Grant. Dave Tuebner stated that he would like to be the board person at this committee.

**Promotions** – Mikki reported on the upcoming Ice Rink for the month of December. The committee is getting everything nailed down. Jeff White asked after the reasoning behind not charging for the rink, and stated that he would like to see a very nominal charge. Mikki mentioned that the committee has considered it, and she will take the suggestion back to the committee for discussion. She went on to describe the committee's process with mitigating lessons from previous year as well as how much time and effort has gone into research of synthetic ice. The committee discussed the usage and the survey from last year and used information to see what they were missing. They are looking to add music,

ambience, and vendors. Glen Garrett mentioned involving businesses through coupons in order to bring people into the shops and if a charge was set in place, to offer a coupon for free ice skating found at whatever shop participated. Linda stated that maybe just charging for the skate rental would be minimal enough. Teubner mentioned that we need to know which market to go after and to track numbers to better address impact on the local community. He discusses the need for better baseline and measurable to build a local commerce with our goals. Stephanie Lowe states we should charge a nominal fee—if you shop, you for skate free. Finally, Sam thanked Mikki and the committee for their work on the project.

**Other New Business** – Pete Laybourn presented a letter and resolution for the Hynds and the Hole projects. He went on to emphasize the importance of the project as a primary cornerstone issue of downtown. He feels that there is a gap present that the private side cannot close and that the purpose of the DDA is not an Ice Rink, but projects like these. He went on to describe the lack of development he's seen in his time as well. He also cited curb gutter planning not coming to fruition, and feels frustration from City Side as well as lack of action. He concluded by stating that he looks forward to input on his resolution. Steve stated that he hopes that council can be patient with the DDA as they work through their processes.

Vincent Russo of CTA Architects introduced himself and expressed the hope of future partnerships, in addition to emphasizing 450 Employees throughout UT, MT, ID and now Wyoming.

Travis Kirchefer, the president of the Cheyenne Little Theatre Players board, rose to thank the DDA for the additional funding and extension of the Atlas easement project.

Sam adjourned the meeting at 4:04pm, and asked the board only to stay on for an Executive Session to discuss staffing and Human Resources related topics.