



DDA/Main Street
Board Update
October 9th, 2017
Desirée Brothe
Program Director/Interim Executive Director

ORGANIZATION UPDATES
Board
<ul style="list-style-type: none">• Our open board positions are soon to be filled following an appointment at the council meeting the night of 10/9/17. The appointees are Del Lummis and Bruce Heimbeck. More information to come on the bios of our newest board members. If sworn in on time, they may be able to join our Oct. board meeting.• No work session to be held prior to the board meeting for October.
Exec Team
<ul style="list-style-type: none">• No updates at this time
Wyoming Main Street/National Main Street
<ul style="list-style-type: none">• Matt Wagner with National Main Street will be back to wrap up the planning grant we are working with him on, next week, October 16th from 3-6 pm and October 17th from 8-11 am. Please, please, please, plan on attending this. It is an integral part to our current planning efforts and will help guide our overarching directional goals.• On Sept. 20th-22nd, Desiree attended the Wyoming Economic Development Association (WEDA) fall conference in Laramie. A previous update on her takeaways was sent out to the board, but please let me know if you have any questions.
PARTNERSHIP UPDATES
CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)
<ul style="list-style-type: none">• The CORE team, this time including Randy Bruns and Sam G. met in late September to discuss the current rationale and positioning behind the team's efforts. It was a good, long conversation about our efforts and the efforts of the group in the past. Moving forward will include a continued partnership and support system for development of downtown. Desiree will of course continue working with the team as well.
Downtown Parking
<ul style="list-style-type: none">• The draft of the UP lot study has been sent to the board; any comments made were sent back to the consultant, and Desiree is awaiting response from them.
Downtown Safety/Mental Health
<ul style="list-style-type: none">• Desiree has been meeting with several community partners to round out the trial period of Operation Change as well as to find ways to bridge educational and resource gaps for folks with mental and social health issues• The group is continuing work on partnership efforts to improve specific issues in our downtown community, and will meet again at the end of the month.
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.
STAFF PROJECTS
Water Feature and Alley Modernization

- Desiree was unable to present the Alley Modernization final report to the Joint Powers Board in September due to a lack of quorum within the board. Presentation will be given at the October meeting instead.
- No updates to the water feature at this time.

Downtown Trees

- Desiree has been in contact with Evergreen Tree Care to handle the fall trimming work to take place in downtown. This work will be between 15th-19th streets, Warren to Pioneer.
- 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

- This program is completely wrapped up and I will complete the full narrative on the project and its outcomes will be complete this fall

Cheyenne Mural Project

- No updates at this time; more to come in the early part of 2018, following our winter projects

CURB AND GUTTER

- Solutions to how to tackle curb and gutter are being explored in conjunction with many other potential projects.—No updates at this time.

ROCK THE BLOCK (combined effort from multiple staff, volunteers)

- Planning for next year's event will commence in January, 2018 following the Ice Rink

Adopt A Block

- The program rounded out nicely with a few of the block adoptees scheduling a final clean up in September.
- Staff will be planning a thank you breakfast for participants in late October, and will update the board at the November meeting on 2017 program numbers. Staff will also be thinking about how to grow next year's program and increase participation.

ReRide

- 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

FY2017 Audit

- The board will receive the final audit report at the November board meeting.

Internal Office Organization

- Esther has been great at getting us cleaned up and organized, especially as we worked through changes in staffing in September.
- An update will be provided as soon as it is available, but we have done some recent changes to upgrade the technology in our office. We are very excited for these changes and to work with far less issues.

COMMITTEE UPDATES

DESIGN

FIP/CIG Programs:

Having no applications for the September meeting, the committee had a holistic discussion regarding Design in downtown and developed a plan of a few things they may want to potentially be involved with. Many of these items require further research and understanding in regards to what can be done at the committee level.

1. West Edge—involvement in any design?
2. Courthouse Project—same; involvement in any design?
3. Infrastructure—leave it at a question at this point, but want to know how they can help to influence
4. Streetscape Guidelines—previously done in the late 90s, early 2000s and perhaps time to revisit. Nathan will send out what he has and the committee will take on planning these.
5. Design Guidelines—much as with the Streetscape, what we have are old and need updating.
6. Feasibility Studies for downtown buildings—Stephanie will follow up on a program she has become familiar with and report at the October meeting.

ECONOMIC VITALITY

Grocery/co-op Concept

- This concept will be revisited based on further understanding of community support from the stakeholder meetings.

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

Anticipating a distillery to open in the Asher building, located in the former Hogue Electric location, within the next 2 months.

Lots happening this 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. In addition, Desiree had a successful meeting with the City regarding this year’s rink, and all are excited about it!

Why Downtown

The initial 6 photos and designs for this program have been sent to the printer and will be available for pick up this week. Staff will email out the final proofs when ready.