



**Cheyenne Downtown Development Authority/Main Street
Board of Directors Meeting Minutes**

Thursday, August 20, 2018

3:00 pm, Cheyenne Depot, 3rd floor conference room

The meeting was called to order at 3:03 pm. Jonathan Savelle congratulated Esther Gonzales on being named DDA's new Business Development Specialist.

Present: Jonathan Savelle, Presiding
Bruce Heimbeck
Jeff White, City Council Rep
Linda Heath, Ex-Officio Laramie Co
Steve Borin
Dan Holbrook

Board Members Absent: Alane West, Del Lummis, Astrid, Lisa Pafford

Staff Present: Esther O. Gonzales, Fatma Inal-Falls

Staff Absent: Vicki D. Dugger

Guests: CJ Young, Barbara Sandick, Byron Matthews, Amy Mahoney and Julie Tucker.

1. Consent Agenda: Approval of August Minutes by Bruce Heimbeck, seconded by Steve Borin. Financial Report for August and Payables was discussed in detail with questions regarding the amount of \$34,586 under the 5900-08 New Business & Grocery Store Recruitment category. Amy Mahoney, of David A. Pope CPA, clarified the expenditures under this category with \$30,000 being a 3-month option for the Hynds Building; \$4,250 for half of the contract for the Real Estate Economist for the H2 Project; and \$336 for an annual Survey Monkey subscription. A motion was made by Bruce Heimbeck to approve all expenditures, asking for more clarification and detailed information on the highlighted expenditures under the 5900-08 category. Motion seconded by Dan Holbrook. Motion passed unanimously.
2. Standing Committee & Supporting Organization Reports:
 - a. Jonathan Savelle stated that the President's and "Connect the Dots" Reports were included in the Board packet and asked if there were any questions regarding these reports. There were none.
 - b. Savelle then gave a quick update of the DDA rebranding project, saying that Flood Marketing had presented their concepts that included a logo for Downtown Cheyenne (the new proposed dba for the organization) and accompanying logos for each of DDA's discreet programs, along with a new website design, seasonal color palette and verbiage. Those in attendance provided feedback for modifications of the primary logo, which will be provided. There is not a firm date for the rebrand roll-out but it is expected to be in early 2019. The project is due to be complete in late October.
 - c. Director's Update was included in the Staff Report in the Board packet. There were no questions regarding this report.
 - d. Historic Preservation: CJ Young invited the Board and guests to attend the 6th Annual "Tour the Legends" preservation tour on Saturday, September 22nd, from 10 am – 4 pm. Locations to include: Masonic Temple, Elks Lodge, Knights of Pythias, Fraternal Order of the Eagles, St. Mary's Catholic Church and the Plain's Hotel basement. He stated they are still looking for a couple of volunteers and tickets will be on sale online and at the civic center ticket window

and at the Governor's Mansion. All proceeds from ticket sales will go directly to local historic preservation efforts.

- e. West Edge: No report.
 - f. Laramie County Commissioner's Report: Linda Heath reported on the recent Open House for the 5th Penny Tax, which is up for reapproval this Fall. The Sixth Penny tax receipts are down slightly: \$2.4 million for June. Heath spoke about a recent tour of the Courthouse project; with the courtroom framed out and other new offices being worked on. She said the goal is to have all work completed by end of the year: on-time and on-budget. Work on the County Jail is also progressing and is also on-time and within budget. Heath stated that next week the Wyoming Assn. of County Officials will meet in Cheyenne as a preview to the 2019 legislative session. In closing, Heath let everyone know that the Combined Communications Center just rolled out TEXT 911 for cases when there is an emergency where there is no cell service. This emergency texting option will be of great benefit in such instances.
3. Main Street Updates: No verbal reports this month.
 4. New Business: Proposed of vote of "Official Statement of Support: for recently adopted City Resolution #5947 – Broadband Initiative. Motion by Bruce Heimbuck, seconded by Steve Borin. Open for discussion: Councilman Jeff White, who was a member of the taskforce, provided an update to the Board on the Resolution. Six items were proposed; five were adopted (with the hiring of a broadband specialist for the City removed). Each of the recommendations in the Resolution would have to come to the Council one at a time; with extensive vetting by Committees and the Governing Body. Each of the recommendations align with ENDOW and the State Broadband Initiative. The resolution passed Council by a vote of 9-1; with Councilman Shanor voting "No". Jonathan Savelle called for the vote on an "Official Statement of Support for the Broadband Resolution - #5947". The vote passed unanimously.
 5. Open Comments from Board:
 - a. Steve Borin spoke about new Prairie Home Goods business, saying that he had asked the owner to write a short letter of her vision for downtown which included "...more shoppers downtown....not one that is sparsely populated." He also stated that Dad's Café is out of business. Jeff White commented that the owner told him that the biggest issue with closing was the high rent. Borin also asked the Board to please make it a habit to shop and dine downtown to support local merchants.
 - b. Bruce Heimbuck spoke briefly about his volunteering on behalf of the DDA Board for the Forward Greater Cheyenne project. He said the new plan identified eight initiatives to work on, including Downtown Development and that a Communications Plan is now being put into place on how to roll things out. He also stated that an Implementation Committee is looking at how to move all the pieces forward from organizational alignment, or realignment, standpoint.
 6. Public Comments: Byron Matthews from the Fire Department invited the Board and public to a Fire Safety Open House at the Depot on Saturday, October 13th at 11 am.
 7. Adjournment: Meeting was adjourned at 3:36 pm.
 8. Next DDA/Main Street Board of Directors Meeting: Thursday October 18, 2018, 3:00 p.m. Location: TBA.