

Cheyenne Downtown Development Authority

January Board of Directors Meeting Minutes

Thursday, January 16, 2020

Attendance: Bruce Heimbeck, President, Jonathan Savelle, Steve Borin, Astrid, Craig Kerrigan, Del Lummis-Absent, Breck Collier, Amber Ash, Commissioner,

Staff:- Genee Vidakovich, Amy Mahoney
Jeff White, City Council Representative-Absent
Ex-Officio: Laramie County
Charles Bloom
Stephanie Lowe Historic Preservation
Julie Tucker-MCPD
Glen Garrett
Byron Mathews-Fire Marshall
Jim Walter-Visit Cheyenne
Andi Jeperson-Visit Cheyenne
Mark Christianson-City of Cheyenne

Bruce called meeting to order at 3:02 pm

Bruce introduced new board member, Haylee Chenchar

Bruce moved to approve minutes, second. passed.

Consent Agenda: Approve, Astrid, Jonathan second motion.

Directors Report: Staff report, Network is setting up and getting things ready for the new director.

President's Report: Working with Align, Half of the interviews, Friday will be the last then the board can ask the question of the top candidate. Will have to call a special meeting to ask the candidate here so that you can spend some time with the candidate. Are you okay with that?

Jonathan wanted to know if the committee has looked at the candidate and if the four are comfortable with. Jonathan wants to know if there will be 2 or 3, the person out of town backed out. 24 applicants all together. We did our homework for the process. Astrid feels good about the quality of the applicants, we are attracting downtown good applicants, this was not a yes person committee, spent a lot of hours going through as to where they are at. We think you will be pleased as to the effort and the best candidate positive. There will be a bill from align in the process. Will need to set up the meeting.

City Report: Charles Bloom Bell Building update site plan. Marc Christianson on West Edge to have public meetings this spring to update the public on the work planned in that area since it has been

Astrid
1/28/20

awhile for public update. Steve Borin asked about the RPF for the Pumphouse-no takers at this time

Laramie County Commission Report: Amber Ash

Historic- Preservation Report - opportunity for business owners, building owners get a architect, maybe a match, architect comes to look at the building, a great opportunity to start on your building. Haylee moves and Steve Borin second. \$1500-1800 all in favor.

Design committee- Bejo needs to change their sign. Asked Glen Garret to work on the change of the design for the sign.

Re-Ride program. Jim and Andi have a proposal for this program. Jim Walter, Visit Cheyenne and Forward Greater Cheyenne, Andi Jespersion, Visit Cheyenne, how we can help partner with the DDA for this program for the greenway and get more people on the greenway via hotels and also a visitor standpoint. How do we make this a better program? A clunky process, call Rick on Wheels and leave the credit card information. Create an app to give them the credit card. Fit the bikes with locks, geo fence that to keep it in certain areas, a Bluetooth app will keep the bikes in the area. Can retrofit the bikes and can purchase bikes already fitted with the locks. Visit Cheyenne would like to partner with DDA to bring people to the bikes. George is willing to keep the bike maintenance but cannot take the re-ride system takes time out of their day. Summer 2021. create a sponsorship program. Visit Cheyenne would own the locks and expand into the hotels and State Parks under a different program. We would manage the software with the fleet system, where going and who is renting these bikes. What is the results for the city for the program? Staff and manage the program, ability to re-brand the recycling of the bikes and the rodeo. Depends on who wants to sponsor the bikes. Continue to grow this. The bike share and scooter share are exploding. A win, win situation. The piece for taking the rentals is the maintenance piece. We as DDA would not want to pay for the maintenance of the hotel bikes. Rebrand part monetarily for the locks a pilot, 6 locks, \$85.00 per lock on the road find the bike through George of Rock on Wheels if we still use our downtown person. I would like to be more of a budgetary item. Increase usage, can only rent the bike when Rock on Wheels is open. Does the app work and kick it into gear? Astrid has a variety of questions, what is the benefit and cost per bike and a week to look this over. Where do people ride on the street? How do we make this work? Astrid would like to put this on the back burner. for a week? Andi has investigated many options and the DDA has the information for what is the past way the bikes has worked. Astrid maybe we can ride the bikes on our trail. Jim says that the pedestrian traffic. A motion to buy three locks and see if the thing will work, then we can see if this thing will work. Glen Garret comment, If I can ride a bike around the downtown, can I set up an account? It is a free program and that can change with whatever we have. A motion to buy the three locks and visit Cheyenne can give more information. Craig moves to approve, Steve Second it. Craig would like to be a liaison with the re-ride program. All in favor.

Main Street- must do a self- evaluation. Webinar on Main Street 23rd from 9:30-11:00, Bruce will send out the information for that. Best practices in Dallas. New Director, Bruce, and Breck, the Best Practices is seen on others. \$400 to renew the Main Street subscription.

Linda is the Main Street Manager and she is looking into Best Practices for the DDA board. A series of

questions, self- reflection, managed by a professional staff, Main Street.

Bruce ended meeting at 4:23

Will go until 5 and then come back.