

Downtown Cheyenne Development Authority

June Board of Directors Meeting Minutes

Thursday, June 18, 2020

Board Members: Bruce Heimbuck, President, Jonathan Savelle, Steve Borin, Astrid, Jeff White, Craig Kerrigan

Staff: Amber Ash, Haylee Chenchar, Holly Scheer

Ex-Officio: Charles Bloom, City of Cheyenne; Patti Riesland and Julie Tucker, MCPD; Brian Lovett, Laramie County Commission; Don Herrold, Cheyenne Historic Preservation Board

Public: Scott Larson, Benchmark Engineers

The meeting was called to order at 3:00 pm by Bruce Heimbuck.

Consent Agenda: Astrid moved to approve the consent agenda which was seconded by Jeff. Motion passed unanimously.

Director's report: Holly has been working on developing a database of businesses downtown. To date, over 500 business have been identified and categorized by type. Going forward, we need to understand the composition of downtown and what we have, and how many people are downtown and how that affects the economy.

The audit will be the last week of August and the DDA will save \$11,000 a year by being part of the city audit. Amber obtained approval from the State to be wrapped into the City audit, reducing the amount of testing performed compared to a full audit.

Thank you to Jeff for his assistance in getting the open consumption ordinance passed. Summertime in the Streets will be this week. Amber has obtained a signed exemption allowing us to exceed 250 people and allowing for cups to be reused from City County Health. The Shop Smart, Shop Safe initiative has the capacity for up to 50 businesses. The bottles and koozies are ready to go. Invoices have been submitted to Wyoming Main Street.

All of the banners are hung. To facilitate this project, additional banner arms were ordered, totaling approximately \$3,000.

The lighting on 17th Street is now done.

We got a grant from Cycle Wyoming despite the cancelation of their event for the ReRide Bike Share program. The additional 6 bikes were ordered with 21 in route. We will see if the company does adult ADA tricycles as per MCPD's request.

We are working with community partners on the Cheyenne Days, Legendary Nights events. An open consumption resolution is currently before City Council for consideration for this event.

Neighborhood night out is going well. The legacy garden was planted. The Trust Fund grant we are looking at future potential partnerships. Comea had a meeting about the future of how we can address homelessness in the downtown and have an active role moving forward.

Amber updated the board on business openings and closings. Hawthorn Tree is opening this weekend and CrossFit Cheyenne is planning to open in its new location sometime around the end of June. Kevin Robinette Studio is also showing progress. Amber continues to meet with developers. REV flew in earlier today to meet with her and other stakeholders on their potential project.

Social media analytics are attached. See the website for improvements like an events calendar, the business directory, etc.

The March and April Main Street reports were submitted. The next is due in a week.

The design committee approved 2 CIG applications for curb and gutter on Thomes for the City Center Building and HRR Development. They were included in the board packet for approval. Trees are being installed by the Department of Urban Forestry.

Cheyenne Frontier Days posted our event and we're working closely with them. It's incredible that despite their very hard year, they're still willing to step up to help downtown. If you see CFD please let them know how much you appreciate their work and any additional partnerships. CFD may also help with the removal of planters.

President's report: Bruce noted that Amber spends a lot of time with the city representing the DDA's interests. The DDA's insurance policy has gone down in cost after reexamining coverage. We now have a pie graph that updates on business types as more businesses are added to the database. In July, new officers will be elected. Amber and Holly Martinez at the city have been working on updating the Board to ten members from nine.

City report: Charles reports that Amber has been working closely with the City and there is a great partnership in the district with businesses. Charles is also excited about the open container ordinance but would like to see it all year verses certain times of the year. With the reopening the public will be reinvited to the West Edge projects and how residential uses can be added to corridors like Lincolnway. Alessandra from the city attorney's office shared with Jeff that Amber is the 5th DDA Director she has worked with and the easiest to work with. This is the best that he has seen the relationship between the city and the DDA.

The Hitching Post demolition was paused by COVID. A private party had expressed interest in developing the site. Charles Bloom will get an update on the status. It will not be demolished until point of sale. Those meetings are now recorded and distributed to both parties and this is a positive change.

The pedestrian routing plan will include a beer garden/municipal garden. This will be by the library and 20th and cater to the Civic Center. The plan will be before city council soon.

County report: Brian noted that next week is the budget. Vehicle registrations are backlogged but they are clearing it. Employees will have Cheyenne Day off and they will encourage people to visit Cheyenne's downtown.

Two CIG Grants: Both are for curb, gutter, and sidewalk and will be ADA compliant. Jeff moved to approve on both which was seconded by Steve. Motion passes unanimously.

Budget: The city budget hearing allocates money to the DDA if CARES funding comes through. This will still be a substantial cut. History Underfoot is in process. As part of this project, the DDA is working with the City and Visit Cheyenne to put banners on the Plaza featuring historical people.

Astrid moved to approved the budget which Craig seconded. Motion passed unanimously.

Public comment: Patti complimented the DDA on the hard work on accessible parking. This also covers accessible curbs, gutters, and sidewalks. They want to help coordinate with the History Underfoot. Patti discussed Councilman Laybourn's proposed curb, gutter, and sidewalk ordinance. The proposed ordinance would make curb and gutter the responsibility of the City rather than the adjoining property owner.

Other Business: The office will be closed on the 2nd and the 3rd to observe Independence Day.

The DDA is hosting a free Marketing 3-4-5 for any interested downtown business. This is a fantastic opportunity for businesses to expand their knowledge of marketing.

Astrid moved to adjourn the meeting and it was seconded by Jeff. The meeting adjourned at 3:52 pm.