

Downtown Cheyenne Development Authority

August Board of Directors Meeting Minutes

Thursday, August 20, 2020

Board Members: Bruce Heimbuck, Anthony Ortiz, Steve Borin, Jonathan Savelle, Katie Brady, Breck Collier, Craig Kerrigan, Sara Weber, Jeff White

Excused: Astrid

Staff: Amber Ash, Haylee Chenchar, Holly Scheer

Ex-Officio: Charles Bloom, City of Cheyenne; Mark Christensen, City of Cheyenne; Julie Tucker, MCPD; Byron Mathews, Cheyenne Fire Rescue; Amy Mahoney, DAPCPA

Public: Glen Garrett

The meeting was called to order at 3:05 pm by President Heimbuck.

Consent Agenda: Steven inquired about the Goodyear building on 16th owned by Ron Ibsen and the dramatic difference the new updates have made. These improvements are highlighted on page 4 of the staff report. Jeff moved to approve the consent agenda which was seconded by Breck. Motion passed unanimously.

Director's Report: Work on the audit has begun and the initial paperwork has been submitted. Amber discussed the receipt of the FY20 audit bill after the books had been closed and the implications for FY21 budget. Amber has submitted the paperwork to WRS to determine if we are eligible to participate in the 457 deferred compensation plan. This is a good benefit for staff. Currently, the DDA offers nothing in the way of retirement. The ribbon cutting for the splash pad was held and the sunscreen station was installed. The sidewalk ordinance is tentatively scheduled to go before City Council on August 24th but is still being negotiated within the City. The golf tournament is progressing, thanks to the hard work of Holly and Anthony. Teams are registering and we have four sponsors thus far. The tournament finances are being handled by the Foundation due to make it easier for businesses claiming charitable contributions. Holly is working with the DOR to meet the sales tax reporting requirements contained in the MOU with the City. In the process, we discovered that 20 businesses didn't have a tax ID number. Three businesses have since obtained a license, one is in process, one moved out of the district, and the remaining 15 are PO Box businesses at 109 E. 17th. Matt Ashby and Bruce presented the DDA with a certificate at the last City Council meeting as well as a certificate of recognition to the City for their support of Main Street. Amber applied for and was approved for the Main Street application toolkit program. Holly and Trophy Creative are working on vinyl decals for sponsors. Hopefully soon we can wrap all of the bikes. \$130 in donations were received from people who took an old ReRide bicycle. This money will support maintenance and repairs on the new bicycles. The pub crawl raised \$1,465 for History Under Foot. Black Hills is doing upgrades in the alleys. Amber is trying to connect with them so that, in the future when major upgrades are made, we can explore burying the lines and clean up the alleys. Jeff offered to get Amber contact information for David if she is unable to get in touch with the appropriate personnel. Bruce and Amber discussed with the Board the need for additional power downtown if we hope to attract blockchain, data centers, or other industries that use substantial amounts of

power. Bruce and Holly met with several business owners and board members to work on clean up downtown and holiday decorations. Councilman Laybourn has requested all of the agendas, minutes, bill payment lists, director's reports, and financial statements for 2019 and 2020. Amber is working to provide the information. It is being loaded onto our website to increase transparency and make it accessible without submitting a public records request.

Amber noted that there is still substantial development occurring downtown and new businesses continue to open including Dillingers, the Omelet House, The Lincoln, and Powder River Gallery. We have others looking at opening as well. Industrial roofing is looking for potential locations, as well. Net business opening is incorrect and will be fixed on next month's staff report. We have over 580 businesses in the downtown directory now. Amber has been added to the executive corridor steering committee. Amber continues to work with Project Onyx. Project Chupacabra is moving forward, too. This is a local mixed-use project in the West Edge which involves the DDA, the City, and LEADS. In regards to residential, Westby Edge, potentially Goodyear building, Project Chupacabra and the Bell Building will all expand our housing options when they come online.

Social media and analytics are enclosed. Amber recognized Haylee's hard work and encouraged the Board to explore the website. We are adding SEO lists to encourage cross exposure and getting people downtown as well as a job board to help businesses hire workers. The real estate page is on hold until the IRS approves our paperwork so we can utilize the PayPal account.

Amber updated the board on the FIP and CIG grants that have been awarded and are outstanding. Amber is working with Mark Thayer to get the Mendocino building completed. For FY20 FIP grants, the Hynds is complete and work has begun on the OTEL. All CIG projects have been completed but not all invoices have been received.

President's Report: Glen is finalizing the sign design and hopes to have drawings available soon. The RFP for banking services is being finalized and Amber will have it before the board at their next regular meeting. Bruce thanked Haylee for her work on the website and highlighted all the new features. He asked that we work with the newspaper to do a story on the website when the new features are finalized.

City Report: It is business as normal in planning and development. There are multiple projects underway within the DDA boundaries. They're working at rolling out digital applications for the developers. Two companies are test driving it and it's working well. They intend to roll it out after the beta test is complete. Due to budget cuts, they are down three staff members but hope to fill one within the week. Reed Ave Rail Corridor is moving forward. The survey that went out to the public had 263 responses and had a lot of good responses. Mark Christensen thanked Amber for her help in pushing out the survey. Charles discussed the status of the Hitching Post. Progress is slow but they are moving forward.

Historic Preservation: Mark Christensen is heading up the fountain restoration and they hope to have water running in the near future. They will continue to fundraise towards this project. The ornaments for 2020 are now for sale. They're the UP Depot and the Big Boy Steam Engine.

DDA Initiatives

CIG Application: The Design Committee met last week to review the grant application but a quorum was not present so no final action could be taken. The members in attendance gave

Amber feedback which has been incorporated into the application. The most controversial item was whether the DDA would pay to replace broken windows/glass. Amber sent out a compromise, windows/glass would not be paid for unless part of a larger storefront project, and has received no further feedback so we're assuming this is satisfactory. Based on feedback, Amber clarified the applicable permit language. Grammatical and font changes were also made. The imaging license agreement is at the attorney's office for review and this will be updated accordingly. As a broad overview the big changes from previous applications are the additions of murals, outdoor seating, patios, painting or replacing doors, decals, or planters. Curb and gutter were removed because those are being addressed in Councilman Laybourn's proposed ordinance and the DDA is also making a substantial investment in sidewalks through the History Under Foot project. Amber discussed the requirement for giving credit where credit is due, which is new, and the rationale for doing so. Bruce noted that half of the funding is coming from the Laramie County Economic Development Joint Powers Board this year. Craig said that this is very well put together and it's nice to see something that gives us exposure. Motion was made by Jonathan which was seconded by Jeff. Motion passed unanimously.

Artspace Consult: Amber explained that in March of 2014 we had a preliminary feasibility survey done and it was shelved. Amber discussed potential federal funding sources. We are partnering with LEADS on this proposal. LEADS would pay half of the contract. Although this wasn't specifically budgeted for in FY21, Amber asked the board to advance the proposal. She will identify funding, either through reallocation of funds in the existing budget or by taking the money from reserves. Glen Garrett followed the project closely and was part of the interviews. He provided the board additional context on ArtSpace and pointed to Loveland as an example. He noted that they have an economic model that works. The motion was made for \$12500 by Jeff which was seconded by Breck. Motion passed unanimously.

Public comment: Anthony asked if anyone would like to help with the golf tournament. Our goal is to raise \$15,000 for the planters.

Meeting was adjourned at 3:59 pm.