

Downtown Cheyenne Development Authority
September Board of Directors Meeting Minutes
Thursday, September 17, 2020

Board Members: Bruce Heimbeck, Jeff White, Jonathan Savelle, Katie Brady, Breck Collier, Anthony Ortiz, Sara Webber, Steven Borin, Astrid

Staff: Amber Ash, Haylee Chenchar, Holly Scheer

Ex-Officio: Charles Bloom, Brian Lovett, Mark Christensen,

Public: Pete Laybourn, Byron Matthews, Laura Bowen

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

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

Wyoming Retirement Proposal: Laura Bowen, plan manager for the 457 Deferred Compensation Plan, gave an overview of how it works and the obligations associated with the plan. Laura explained that employees are subject to an admin fee of .23% annually with a minimum cap. Reporting is all online and simple. The DDA provides WRS with new hires. WRS then opens an account and sends the employee enrollment information where they authorize the contribution. It's easy for the organization. Amber has elected to have employees automatically enrolled. She thinks it's a fantastic option for employees and will allow them to invest in the BlackRock Investments to age 65 plan.

Bruce notes that this allows employees to invest in a non-tax manner and that Amber is the only employee with a contractual match.

Laura answered questions from the board regarding types of fund available, what happens when employees quit, and if there is a default. She explained that it is default election with 90 days to choose the funds, they all are mutual funds subject to market volatility, and employees have a 30 day opt out period.

Amber, Jeff, and Bruce were all familiar with the plans, having invested in it at either prior or current employment. They shared their experiences with the plan with the board, all of which were positive.

Directors Report: Amber said that things have been very chaotic and crazy. The smoke alarm malfunctioned on the furnace and when they removed it, something happened to the outlets so extension cords are strung all over in an effort to continue functioning. She asked the board to read the staff report if they haven't already. She reminded them that the community cleanup is Saturday and asked the Board members to attend if possible. MHP has been provided with all information requested to date. We're waiting for them to finalize it. There's a picture of the banners in the board packet for the History Over Head in the Plaza, an extension of History Under Foot. Trophy Creative is wrapping the bikes – pictures are in the staff report. The TV arrived today. We're still waiting for the YoDeck which will hopefully arrive Monday.

Amber updated the board on the ArtSpace contract which was executed pursuant to the Board's approval last month. Four sites have been identified for consideration. They need 50,000 square feet but can work with less if necessary. Ideally, it will have 35 housing units and gallery space. This project would encourage and promote the arts downtown. Following questions from the board, Amber shared that 2 of the sites were publicly listed for sale. The other 2 being considered were Central Plaza and A&C Feed.

Amber joined Dominic and Andi at the Historic Preservation Board meeting to present Open Up the Doors. This would be a great opportunity to encourage people to explore the historic buildings downtown and get to our history. The event would be geared to locals and tourists alike.

Amber is meeting with City Attorney O'Donnell to review the DDA's request for COVID application. Earlier this week, she attended a meeting with the Chamber, elected officials, and business owners/bankers to discuss the impacts of COVID and desire to apply for a variance. One of the items in the application is for hygiene barriers to reduce the spread of COVID. Kathy and Dr. Hartman from City County Health are reviewing them and think the concept has promise. This concept will be included in the variance request being submitted and eligible for CARES Act funding. They are \$460-560 apiece. Due to the number of barriers needed, it would cost approximately \$40,000 for Rib & Chop to implement. Restaurants are already hurting from the restrictions so this is an appropriate request for CARES Act funding.

Astrid notes that she is working 80-100 hours a week trying to keeping the Plains open and trying to keep the desk staffed. She noted that the Plains had room for ArtSpace at 40-60 a day and would do 35-40 a day for some people. She also noted that they have lobby space. She said that she doesn't have the time to be on merchant meetings.

Amber explained the upcoming wreath hanging event and noted that it will be the 21st of November and not the 24th. We asked for CARES money to help pay for this. She noted that it's shocking how expensive Christmas decorations are and that the funds currently allocated won't go far – 4 skyline lights for Lincolnway alone are roughly \$20,000, the entire allocation. We're also looking into wraps for the light poles and Trophy Creative is currently designing banners with a Christmas theme. Breck is looking into wholesale to see if he can save us some money.

Jonathan asked if we were satisfied with how Re-Ride went this summer. Amber notes that as of last week we had 57 rides and one damaged bike that Holly ordered parts for. Thanks to Craig and his generous marketing sponsorship, we were able to run an ad in the WTE which will hopefully increase ridership. Bruce added that he hopes we will have a longer and less complicated season next year.

Presidents Report: Bruce updated the board on the status of the DDA sign that Glen is working on. He thanked Amber for her work on the CARES funding and Holly for her work on the cleanup. He also thanked Holly and Anthony for their work on the golf tournament. He appreciates that the board will be a hole sponsor. Money raised will go toward planters that will be easier to water. He encouraged the Board to volunteer and participate in upcoming events.

City Report: Charles noted that it's been a hectic week and there are lots of things going on included more plats and residential developments. Fall into Green Run at Holiday Park, put on by the Greenway Foundation, is at 8 am on Saturday and they will accept onsite registration. The Bell Building is almost done. Robert Slaughter got an EPA agreement and one more 60-day extension for lead. With COVID, it's hard to get the environmental group out. They've had DEQ out there. The Historic Cheyenne Initiative (HCI) has been working with him on the Ames Pump House to the west of us. They hope to mothball it to preserve it or invest in it to return it to its former glory. He will let Mark talk about this.

Jonathan asked about the upper floors of Bell Building. Charles replied that there will be 4 on the second floor, and the 2 upper levels are one large residential unit each. He is not aware of pricing.

County Report: Brian thanked Amber for her work to find solutions for bars and restaurants struggling under COVID restrictions. For the county side, Railroad Rd is being paved which will be good for the people who live there. The Event Center is really busy which is great news. Voter registration is the 2nd with a note to women's suffrage. Crow Creek will go with Kiwanis funding. With his work at DEQ he's supportive of this.

Brian said he heard about an organization called 307 First and asked if the DDA is engaged with it. Amber explains that we aren't engaged with them but she became aware of them at the beginning of COVID. Sara added that it is an initiative of Wyoming Financial Inc. She said it started a years ago and they brought it back as a Wyoming First thing. There is a networking event Tuesday for any business that wants to be involved.

Brian notes that the mineral sales tax and oil severance tax were $\frac{1}{2}$ and gas was $\frac{1}{3}$ compared with last year.

Historic Preservation Board: Mark said that the last board meeting was on Tuesday the 15th. One member got a job in Florida. The board in the spring wants to work with Visit Cheyenne and the DDA on the Doors

Open project. This was inspired by Doors Open Milwaukee. Governor's mansion overlay is being updated. Charles added that 320 E. 17th was award the Dubois Award and The Lincoln received the commercial award. Mark said that the airport fountain will be running soon and needed one more change order. The cruise night on October 10th and the airport fountain will be the recipient project.

DDA initiatives:

Anthony moved to adopt the resolution automatically enrolling staff in the deferred compensation plan which was seconded by Jeff. Bruce noted that this meets the obligation the DDA has to Amber under her employment contract. He asked for other discussion. Anthony stated this is a great plan from the insurance world. BlackRock won't talk to average people unless they have a million dollars. The motion passes unanimously.

Bruce noted that Amber did a lot of work on the RFP for Banking Services and that it had been reviewed by legal and the City purchasing manager. Astrid asked how many local banks and Bruce clarified that all local banks would be eligible to respond. Amber explained that the DDA was following the city's RFP procedures and that she had utilized LCSD 1's RFP for banking services as a guide. She said that TJ has been amazing to work with. Astrid moved to approve the RFP and it was seconded by Jeff. Motion passes unanimously.

Public comment:

Bruce recognized Julie and expressed his appreciation for her attendance.

Glen had a few questions on ArtSpace and the expectations. Amber explained that the scope was to identify 2 locations and potential sources for public and private funding. Glen asked if the Mendocino building had be considered. Amber explained that the Mendocino had received an FIP Grant in FY19. She granted an extension and expects the work to be completed by the end of the year. Glen asked about the restoration of the brick. Amber explained that they aren't supposed to remove the brick but should be restoring and/or stuccoing it. Glen noted that red brick was used like we use concrete today. It was utilitarian wasn't used for facing building. Bruce explained that a lot of buildings with those brick end up being stuccoed. He added that we're trying to get it finished so that it doesn't stay in its current state.

Julie asked what the lower level of the Bell Building would be. Mark explained it will have 8 residential units and that they were a curb cut for parking on the first floor. They could have an executive floor on that floor. Bruce noted there will be 4 units on each floor and then one on each next floor. Glen asked if there would be a human element on the ground floor or just parked cars. Mark explained that there will be an elevator lobby and a street tree.

Amber noted that Wyoming Main Street's business workshop application was approved. Bruce said that he is impressed with her ability to get all of these little things together that make a huge impact.

Meeting was adjourned 4:16 pm.