

Downtown Cheyenne Development Authority
November Board of Directors Meeting Minutes
Thursday, November 19, 2020

Board Members: Bruce Heimbuck, Astrid Starship, Breck Collier, Anthony Ortiz, Jonathan Savelle, Steve Borin, Katherine Brady

Ex-Officio: Julie Tucker, MCPD; Mark Christensen, City of Cheyenne; Don Herrold, Historic Preservation Board; Sam Crowley, City of Cheyenne

Staff: Amber Ash, Haylee Chenchar, Holly Scheer

Public: Glen Garrett

Meeting called to order at 3:05 by Bruce Heimbuck.

Consent Agenda: Bruce asked if anyone would like anything removed from the consent agenda. Amber noted that a correction was needed on the minutes to note the adjournment to the executive session where no action was taken, recess back to regular session, and then motion to adjourn. Astrid moved to approve the minutes correction as stated which was seconded by Anthony. Motion passed unanimously.

Motion to accept consent agenda was made by Anthony which was seconded by Astrid. Motion passed unanimously.

Director's Report: Amber discussed the annual report which will be mailed out to all property owners in addition to a list of DDA resources, the City's snow removal ordinance, and a letter from Amber on behalf of the DDA. Bruce requested a copy be sent to each board member as well.

Amber updated the board on the outcome of the unemployment audit. She discussed the differences between a contractor and an employee; in particular, Genee's original contract and the ice rink contractors. It was determined that approximately \$14 in unemployment taxes were due but Unemployment doesn't collect balances under \$100. If it had been \$2 more (10% of payroll), an expanded audit would have been required. It's important that moving forward, contractors are only used when appropriate.

LCCC sent out the business climate survey but we only received 14 responses. We'll try again after the holidays.

Laura is working on the community mural today and our hope is to have it completed soon.

Amber submitted the CARES Act funding reimbursement request for expenses to date in the amount of \$57,491.57. The City will receive these funds and then cut us a check. She is working on the invoice for the next batch.

The Halloween festivities exceeded our expectations. We planned for a few hundred kids but had a few thousand kids attend. Some businesses didn't use all their stuff and some ran out. Breck and Katie had to get more candy. We're evaluating how to proceed next year, perhaps a costume parade.

The 17th St lights were wrapped. We still need to do the poles by Dinneen's. We might not be able to get this done. The lights didn't turn on as expected. Pole Mountain had to come out and replace some boxes and reset the rest.

Holly is finishing wrapping the lights on the Christmas decorations so they can be placed around downtown. Since some decorations were partially wrapped and we needed to connect into them, Holly made a quick trip to Colorado to buy more lights. Amber recognized all of Holly's work on wrapping, including staying until 11 pm at night.

The Christmas banners have been an adventure. We're still waiting on the large blue banners. We have the small ones in. The city picked up all the small ones today. We ran into trouble with getting the small ones out in time for Saturday's festivities so the City is stepping in to help. We probably won't have every one replaced for Saturday.

Holly called 151 businesses for the Small Business Saturday promotion and 61 are participating. Haylee is working with KGWN, WTE and the Cheyenne Post on proofs. KGWN will do two commercials switching logos between the two

commercials. The Post will mail the paper to all households in the county with this ad. The WTE will run this ad leading up to SBS. CARES Act money will cover the commercial and the WTE ad but not the Post. This will add another full-page ad later in this year. It was \$500 but this is a good deal and a good promotion.

The TV was installed and we are posting content.

The State Audit Report was due last month. We were late since no one knew we needed to file it until we got a letter informing us we were out of compliance. Thanks to Amy's help, we got that filed and approved so that we are back in compliance and eligible for CARES Act funding.

Holly sent all thank you cards for golf tournament.

We're working with Trophy Creative to finalize the History Over Head banners.

The CIG application for Trophy Creative's new building is in the board packet. Steve asked where the new building will be for Trophy Creative and Sara explained it will be in the old Pioneer Printing building.

President's Report: Bruce mentioned that information about the sign is coming up and we would deal with that. Decorating is on Saturday and he asked that board members volunteer to assist if possible. He thanked Haylee for her work to include businesses on the South side and Amber for her work on the annual report. Lots of data and things that we've done. Amber noted that Haylee did the report design. Next month the board will be asked to make a decision on the banking RFP.

City Report: Mark Christensen told the board that the new applications are up and now online. The only thing people aren't able to do online is pay. The West Edge zoning is in process. Work continues on Reed Avenue through the steering committee which Amber is a part of. The City is looking to convene on Dec. 2nd for the Brown Field Revolving Loan committee. This needs a new DDA representative to fill the seat that Del Lummis held. Please let Amber know and he will do the hoops with the city to get the DDA representative approved. The Christensen bridge opened by the Lowes Distribution Center. Mark introduced Sam Crowley as the new planner. She will work on historical planning activities.

County Commissioner's Report: None

Historic Preservation Board: Don stated that there are two vacancies on the board which they hope to fill. The Cook Jones Award will be given to the Lincoln Theater and they will host the next meeting at the theater. They are continuing with the demo by neglect ordinance. There are also a few Christmas ornaments left.

MCPD: Julie thanked the DDA for bringing up the shoveling of the walks and she appreciates that business owners are doing the best that they can. It's hard for those with disabilities to walk around downtown. She knows some properties are vacant. Bruce noted that the Wednesday merchant's meeting covered snow removal. Julie agreed that snow removal is an issue that they've been working with the city on.

DDA initiatives:

1. Trophy Creative CIG: Sara presented the Trophy Creative CIG application for new signage and a new ADA compliant door. Amber explained the change to the mounting from the Design Committee meeting. A motion to approve in an amount not to exceed \$5000 was made by Anthony which was seconded by Astrid. Motion passed unanimously with Sara abstaining from the vote.

2. Workers Compensation Program: Amber explained that the DDA currently doesn't participate in the Workers Compensation Program and hasn't since DePorter was the Director. She asked the board to support participation given the fact that staff climbs ladders, hangs murals, drags around decorations, etc. The DDA would be classified as a business association and agreeing to commit for 24 months. Bruce asked the cost and Amber estimated that with the

.94% of payroll amount it would be \$1845. Amber noted that this wasn't budgeted for but it's an important protection for staff. A motion was made by Breck which was seconded by Anthony. Anthony stated that this is a smart business move and Sara concurred. Motion passed unanimously.

3. City Transit: Amber explained that the City had applied for federal funds to move City Transit out of downtown but were short \$260,000 and had reached out to the DDA for financial assistance. Amber discussed the advantages and disadvantages with the board, noting that the DDA hadn't been included in the decision making process. Amber advised the board that the funds would need to come out of reserves and explained the implications of this. She also noted that City funding for next year was unknown and funds may need to come out of reserves for that. Amber noted that Councilman Laybourn had expressed his disapproval at the last City Council meeting and she didn't think there was support among other members either.

Bruce agreed they don't have this funded and this hurts our ability to develop. He is against this. We don't have a letter from them. Astrid noted that she has had issues with transients downtown and has had to call 911. She liked the idea of CPD in the garage but that participating in this takes us off course and drains reserves. Steve clarified that the boards advice is to not approve it. Anthony agreed that the DDA can't fund all of these things and can't drain reserves for this.

Katie moved not fund the transit move which was seconded by Anthony. Katie noted that we're doing things that benefit downtown and bring people downtown and moving transit doesn't do that. We don't know how many people ride the busses. Motion passed unanimously. Amber will write them a letter explaining this decision.

4. DDA sign: Amber and Bruce explained the proposed bid in an amount not to exceed \$25700. This is hand fabricated, not welded, and anodized. It could be detached and moved this if we ever changed locations. Amber and Bruce discussed the process for arriving at the sign design including the standards for the CIG and that box signs were not eligible for funding. They noted that the DDA should be modeling the type of sign businesses should place downtown. It's the largest piece of advertising we have. Amber believes there will be sufficient funds in the budget to cover the expenditure out of other line items. Steve asked for how much of this was the design and Bruce noted \$6000. Anthony moved to approve the bid, explaining that we need to let people know who we are and where we are which Jonathan seconded.

Katie stated that she thinks we'd all like a \$25,000 sign. She doesn't want to be negative but why do people want to come to the DDA? What does this do for tourists and how does this come back to the city as revenue? Bruce explained that this isn't for tourists it's for the businesses. This is a statement that we're here and doing positive things and we're here and who we are. Astrid mentioned that she appreciated that the sign can be moved but it seemed super expensive and felt like we need to be more conservative. She felt like a sign closer to \$12,000 is appropriate in keeping with our commitment to the merchants. Steve asked if this is strong enough to withstand the hail and Bruce confirmed it is. Katie mentioned that she was sure that the design was gorgeous but people would come after us on price. Bruce said we need to set the design standards. Breck said this sounds like fabrication was outside of normal shops and that it's twice what it should cost. Bruce mentioned the involved shops are Welding and Machine here, American Sign Letters, S&S Anodizing in Denver. Bruce noted that we've already incurred the design fees. Anthony and Jonathan agreed that we're already deep into this process. If we move to other companies, we're losing that money. The motion to approve the sign bid was unanimously opposed. Amber and Bruce will work with Glen to see what cost saving opportunities might exist.

Meeting was adjourned to executive session by Bruce Heimback at 4:08 pm. No action will be taken.

The DDA Board convened in executive session to discuss personnel matters. No action was taken. Astrid moved to adjourn the executive session which was seconded by Breck. Motion passed unanimously. Executive session was adjourned at 4:34 pm.

The DDA Board reconvened at 4:35 pm in the regular meeting. No further action was taken. Sara moved to adjourn the meet which was seconded by Breck. Motion passed unanimously. Meeting was adjourned at 4:36 pm.