

Downtown Cheyenne Development Authority

October Board of Directors Meeting Minutes

Thursday, October 15, 2020

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

Staff: Amber Ash, Haylee Chenchar, Holly Scheer

Ex-Officio: Charles Bloom, Mark Christensen, Julie Tucker

Public: Don Herrold, Glen Garrett, Amy Mahoney, Amanda Good

The meeting was called to order at 3:04 pm by President Heimbuck.

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

Director's report: Work continues on the annual report for the City. We will present at the first board meeting on November 9.

Divots & Drivers went very well. We have a few outstanding invoices but anticipate raising approximately \$29,000 for planters. The planter we ordered came damaged so we are evaluating other options. These will most likely be more expensive than the planters originally proposed. Astrid noted that she likes the frugality and wondered if the existing planters could be dressed up to extend their life. Anthony noted that it is important that we do new planters since that is what the fundraiser was for.

The community paint by numbers mural was a huge success with 70 people painting ranging from 2 to 70 years old. We had both locals and tourists painting. The building owners and landlords are also pleased. We hope to complete this soon but Wyoming's weather will slow progress.

Our CARES application was submitted on Tuesday. This was a substantial application. We made a last-minute substitution for the Discount Buy Down Program in lieu of Christmas decorations. We expect this to be a stronger project for the application.

Amber noted that we had 75 volunteers for community cleanup and it went really well. Thanks to the board members who came.

The RFP for banking services is out and responses are due by November 30th.

Halloween will have an open consumption resolution before Public Services Committee on Tuesday and City Council on the 26th. We have 48 businesses signed up for trick or treating. 12 of 16 possible booze sites are signed up including The Lamp. They've never been included in DDA events before. 13 of a potential 28 restaurants have signed up as Ghoulish Grub locations so far.

We are working with a local fabricator to design decorations for downtown. This will save us approximately \$20,000 having it done locally versus purchasing them from a company. We were looking at two skyline lights on Lincolnway but haven't been able to get approval. Amber sent the first email to the City on September 9th. There was a lot of back and forth over who had jurisdiction – the city or WYDOT. WYDOT said we could hang them if we have 19 ft of clearance and no sponsorship logos but the City is requiring a structural analysis and replacement of the cable on the west side of downtown. The cost is unknown but this needs to be done by a professional. We're not planning to do this at this point. We are eventually going to have the structural analysis done so we can look at putting up permanent signs. We need to see what it will cost and where this will come from the budget. We're looking at banners. We've had them designed for all the poles. The lights that will wrap the poles on 17th have all arrived. That was the \$9000 check to Artistic Designs. Amber has asked Black Hills if they'll help install those because of the height.

In addition to the work the DDA is doing on the Old West Holiday, Visit Cheyenne has hired actors for downtown. They're working with Freedom's Edge and Mary's Mountain Cookies for holiday themed sites and horses from the Delancey Ranch to build this experience downtown. The hanging of the wreaths ceremony will have CFD cowboys hand out wreaths to dignitaries along Capitol Avenue to hang. All the lights will be turned on at 5:30, signaling the start of the Old West Holiday.

The Running of the Santas 0.5K will be a free event. We hope that people will spend the money that they could have spent on registration on a costume.

Issues with accessing funds in PayPal are still outstanding. We have escalated this to Senator Enzi. We sent this in in August. Christi DePoorter is the account holder. They won't do anything over the phone with us. They say we need to submit a form that we've already submitted. We're working with Senator Enzi and the taxpayer advocates office because they won't even see us in person.

We've recovered all but one of the Re-Ride bicycles. We're looking for it. The bicycles will need repaired and wrapping completed before we put them out next summer.

The DOR report was missing businesses. We're working with them to add them in and get a full report to report gross sales and sales tax as part of the city report.

New businesses downtown include Cherry Creek Mortgage, Encore Environmental Solutions, and Asian Relax Spa. That's 7 new businesses open since July downtown. The Lariat's number has been disconnected and we don't know what occurred there. Incoming businesses include the Anex Gaming Café.

Project Onyx most likely won't go forward. They need a lot of public funds. ArtSpace is coming along really well. If leveraged correctly, this could shore up funding on other projects. Project Phoenix has had no more communication but they are still in the due diligence period. No changes on the FIP or CIG grants since last month.

Astrid asked about the money being spent to recruit new business and a grocery store. Amber clarified that this expense is for the Artspace contract. When we went through the existing accounts this made the most sense.

Presidents Report: The sign is coming along really well. Bruce thanked the staff for their work on the CARES Act application as well as the annual report for the City. He also thanked Haylee for her work on the Wyoming Wednesdays and thanked Anthony for his work on the golf tournament. Anthony thanked Holly for her help with the tournament. Bruce explained that on Saturday the Metropolitan will be hosting dueling pianos as a fundraiser for the DDF. There is also a main street story telling workshop coming up.

City Report: Charles Bloom commented that outside the district Blue FCU is wrapping up and will be open the first week of November. This will be huge for the center of the community and will be important for downtown. Habitat ReStore will move to 15th just East of Evans. Powers Incorporated is who they leased the building from. Craig explained that this was family run for years. This was long established in the 60s-70s, it's been vacant for quite a while. It's been 5-10 years since he retired.

Charles explained that Christopher Gainey with Cheyenne Metropolitan Organization has added 15 of the last 17 wayfinding signs. There was a delay with reinstalling with the poles. Secondly, he saw the Lincoln Theater and it's an amazing venue. The lines were around the corner, bringing people downtown in the evening including people from Colorado. There are a couple of development proposals in due diligence and he will share more when he is able to.

Mark Christensen noted that the City has had a lot of pre-application meetings for the West Edge. The City will have two new planners and will be able to do more of the West Edge stuff.

Charles explained that planning and development is looking at new way to distribute information. They used Constant Contact before and now they're using a web platform for their staff reports and information. No one will need to contact the City for this information and it will be more transparent. You can log in on the planning commission site and see from September forward.

Craig said that the economic analysis was finished for his bank and Cheyenne is really good for residential. Sales price is 98% of listing. Prices have gone up in both the City and the County. There's a lot shortage for housing. Conversations with realtors indicate that 40% of showings come from Colorado. This is about affordability. New York, California, etc. the market is really strong.

Katie asked what has been done to make the West Side and Lincolnway more pedestrian friendly. Charles noted that WYDOT has jurisdiction for Lincolnway. We're working on street trees in the site plans. We're looking at this as funding allows. We're staying constant to this vision.

Jonathan asked about the Reed Ave shortfall. Amber said that it's around 1.2 to 1.3 million but the real amount would depend on final design. It's currently at 30% schematic. The City hired a consultant and they're exploring options. The best bet is to leverage other projects.

County Report: Brian said they're working on CARES Act funding, too. The County Courthouse clock is restored. Once all repairs are complete, it should be good for the next 100 years. CRMC is doing well financially and received awards including attaining 4 Stars—the only one in Wyoming and one of 420 in the country. They've won other awards for nursing and staff and the CEO will have a presentation of the awards. This will be a draw for people relocating along with the quality of our schools. He wants to mention the 6th penny brainstorming. The real estate report is really good. 5-6% for the next 5 years. We're short on homes. With the Base upgrades coming, real estate will continue to be a problem. We have three years to build or we will be in trouble.

Historic Preservation Board: Don explained that there is a group that wants to develop the ½ lot north of the Governor's Mansion. That's a protected district. There's a commission working on it to ensure it doesn't overshadow the Governor's Mansion. The HPB was the featured charity at the last cruise night. They sold a lot of the Christmas ornaments. Charles wanted to share that as part of the cruise night the fountain ran. There was a lot of praise about the fountain. He wishes there had been more press. This let people see where their donations have gone. It was winterized and drained for the season. He noted that the development proposal would require rezoning and a conditional use permit. They're working with the city ordinance and historic preservation and this is expensive.

Mayor's Council for People with Disabilities: Julie wanted to thank the DDA for what they do behind the scenes with the Mayor's Council.

Public comment:

Glen asked about the the FIP from 2019 in Amber's Report. The first award letter for that year about the 12-month deadline. Michael Radican has been working on the salon. Amber stated that with COVID, the DDA is trying to work with people who can't complete on schedule. However, there has been no contact from Michael and he needs to get ahold of her. Glen didn't see this in the application or in the facade agreement. He does think that 12 months is reasonable. He will let Mike know since he lives in Virginia.

Steve moved to adjourn to executive session at 4:12 pm for a personnel matter which was seconded by Anthony. No action will be taken. Motion passed unanimously.

The DDA Board convened in Executive session at 4:15 pm. No action was taken. Astrid moved to adjourn the executive session and seconded by Jonathon.

The DDA Board reconvened in the regular session at 4:44 pm. Bruce adjourned the meeting at 4:46 pm.