

**Cheyenne Downtown Development Authority**  
**April 2021 Board of Directors Meeting Minutes**  
**Thursday, April 15<sup>th</sup>, 2021**

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

**Ex-Officio:** Buck Holmes, Laramie County Commission; Julie Tucker, MCPD; Charles Bloom; City of Cheyenne; Mark Christensen, City of Cheyenne; Don Herrold, Historic Preservation Board; Sam Crowley, City of Cheyenne

**Staff:** Amber Ash, Haylee Chenchar, Amber Trevizo

**Public:**

Meeting called to order at 3:00pm by Bruce Heimbeck.

**Consent Agenda:** Bruce asked if there was anything that wanted to be discussed or removed from the consent agenda. No comment was made. Anthony moved to approve the consent agenda which was seconded by Jeff. The motion was passed unanimously.

**Director's Report:** Amber discussed how much of a help the new hires, Amber T. and Gabriella have been in the office.

The open consumption ordinance passed on third and final reading at City Council. People are able to open carry in the DDA district from 8am to 10pm from Memorial Day to Labor Day. Jeff added that the City will be keeping a close eye on this and, if it is abused, the City Council will go back and add restrictions. Julie asked in what areas the open consumption was allowed. Chairman Heimbeck explained it only was allowed in the DDA restriction.

6<sup>th</sup> Penny Proposal was presented by Haylee. City will have their decision to the commission by April 28<sup>th</sup>. Charles added that the City will have a meeting on Wednesday to discuss the items over. He also mentioned that the City will get recommendations from the Mayor on Monday.

Amber stated that she has submitted a budget request to Laramie County this year. She also noted that the Signs for Seniors won an Award and we are planning to do the project again this year.

The placemaking training was a success with people attending in person and over zoom. Haylee has formed a sub-committee to continue working on a proposed project for us to submit a grant application to the WBC. It is for Mainstreet funds. Amber states that we are in touch with property owners to see if we have the ability to use some land.

The May Day Pedal Push is planned for May 1<sup>st</sup>. Amber encouraged everyone to try to make it out and participate. The permit has been submitted and is being finalized. Amber explained that we are hoping that CPD will provide a rolling barricade instead of blocking off the streets. We will have insurance for this event. In order to have the rolling barricade, insurance is mandatory.

Haylee has been working on the foundation webpage. Amber encourages ordering things through Amazon Smile to select the DDF so that Amazon will make a donation to the Foundation. Amber reminded everyone to shop local when possible. Amber explained that Haylee is working on trying to find a way to take donations through Facebook. We have made a separate square account, one strictly for the foundation.

The planters have been ordered. Amber explained that she has got some feedback about the reservoirs and isn't convinced that they are a cost-effective solution, although she is going to work through that.

Haylee and Amber T. have been working very hard on the visitor's guide. Amber explained how excited she is in how professional the publication is going to look. The DDA has expanded the directory beyond what it was in the past. The revenue generation resolutions will have to be passed by the City Council before we can sell advertising in the guide. That won't be done in time for this year's Visitors guide.

Amber explained that she has submitted a reimbursement request to the LCEDJPD.

Amber has been working with the City of Cheyenne and she is wanting to ask for \$10,000 out of reserves for Fridays at the Plaza. She explained that she wants to sponsor two Fridays in particular because of the bands that are coming in.

Amber A. has continued working with LEADS on Artspace. She is currently working with Steve Borin to value the land so we can approach the property owner with an offer and hopefully, get him to the table to negotiate so the property can be put under contract.

Amber A. finalized the AARP grant. She explained that the bid for 22 benches was \$60,000. After discussing it with the MCPD, the decision to keep the grant application under \$30,000. That only allows for 11 benches downtown. We are planning to do a "walk in our shoes" if the grant is awarded.

**Presidents Report:** Bruce explained that Amber's evaluation has been completed. Craig and Anthony assisted him in doing the evaluation.

Bruce thanked Amber for her hard work. He also acknowledged Glen and how hard he has been working on the sign.

Bruce explained that the ReRide was a lot of work and he would like to see faces from the Board show up. He wants the community to see all faces of the DDA and understand that there are more faces than the ones at the DDA office.

The 6<sup>th</sup> penny was well done and Bruce hopes that we get some traction on that. He noted that power is one thing that holds downtown back.

**City Report:** Charles explains that the city has completed almost every work session on the budget. He believes that the Greenway coordinator has reached out to the DDA. He explained that some of the Greenway projects are on the periphery of the DDA boundaries.

Mark and Charles are planning on introducing the West Edge overlay to the commission in May. He explained that he expects that to take over the majority of the summer and plan on having the zoning done by the Fall.

Charles explained that there will be a press release in the newspaper Friday for the completion of the Bell building, now that the remediation process is complete.

April 30<sup>th</sup> will be the day that Fridays on the Plaza will be announced. The list of acts will be released.

Charles explained that there is a lot of interest in downtown.

**Laramie County Commissioners Report:** Buck would like to thank Charles for the update on the Brownfield Committee. Buck explained that the County is quiet as far as downtown. The county hasn't received the complete list of projects for the 6<sup>th</sup> Penny but should have a better idea next week. Buck thanked Amber for mentioning that the DDA is on Amazon Smile.

**Historic Preservation Report:** Don explained that the Board passed a resolution to pass the Capital North Historic District. He explained that the Demolition by Neglect has been set up for review.

**Mayor's Youth Council for People with Disabilities:** Julie stated that city is negotiating a contract with a group called Meeting a Challenge to evaluate the Civic Center, Municipal Building and the Cox Parking Garage for ADA issues. She explained that there was an application submitted to have the MCPD represented on the Mayor's housing committee.

**Appointment of Samantha Crowley to Design Committee:** The motion was moved by Astrid to appoint Samantha to the Design Committee which was seconded by Breck. The motion passed unanimously.

**CIG Application for 307-311 W. 18<sup>th</sup> St:** Katie moved to approve the CIG for the new awning in an amount not to exceed \$2626.72. Jeff seconded the motion. The motion was passed unanimously.

**Ratification of the AARP Grant:** The motion was moved by Craig, which was followed by a second from Anthony. The motion was passed unanimously.

**Approval to submit an application to Wyoming Mainstreet for a Placemaking Grant:** The application is due April 30<sup>th</sup>. Jeff moved to approve the submission of the application which was seconded by Breck. The motion was passed unanimously.

**Sponsorship of Fridays on the Plaza:** Amber explained that in the past the DDA has hosted "Rock the Block" which was far more expensive than being a sponsor to FOTP. Bruce asked where the money would be taken out of. Amber A. explained that the money to sponsor FOTP would be coming out of the DDA savings account. Anthony moved to take \$10,000 out of reserves to sponsor FOTP which was seconded by Astrid. Anthony questioned if we will get reimbursed if FOTP is cancelled due to a potential spike from COVID-19. Amber explained that she needed to follow up with Jason Sanchez to confirm. Katie expressed how excited she is for business owners to be able to get more traffic coming in from FOTP. The motion was passed unanimously.

**Demolition by Neglect Ordinance:** Amber A. explained that the Board needs to carefully review the Demolition by Neglect Ordinance and understand both the positive and negative outcomes. Although the DDA is not the sponsor of this ordinance, the number of historic structures downtown will impact the DDA. She encouraged the Board to watch the work sessions and to read over the Ordinance. Bruce seconded what Amber suggested and encouraged everyone to carefully look it over. There was no vote taken at this time.

**Public Comment:** None

Meeting was adjourned at 3:58pm