

Cheyenne Downtown Development Authority

May 2021 Board of Directors Meeting

Thursday, May 20th, 2021

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

Ex-Officio: Mark Christensen, City of Cheyenne; Sam Crowley, City of Cheyenne; Julie Tucker, Mayor's Council for People with Disabilities; Don Herrold, Historic Preservation Board

Staff: Amber Ash, Haylee Chenchar, Amber Trevizo

Public: Domenic Bravo, Jon Jelinek, Glen Garrett

Meeting was called to order at 3:00pm by Bruce Heimbuck. Roll Call was taken.

Consent Agenda: Bruce asked if there were any questions or comments on April's Minutes. There were no comments made. Astrid made a motion to approve April's minutes. Motion was seconded by Craig, and the motion passed unanimously.

Staff Report: Amber discussed how the Demolition by Neglect Ordinance will be revamped and is hoping to introduce the Ordinance to the Council by September 27th, 2021.

The 6th Penny Proposal was voted by Council to include \$6+ Million on the 6th Penny Ballot Initiative for downtown improvements. Instead of being group with other similar projects, this 6th Penny project will be a standalone item on the Ballot.

Amber explained that the DDA is helping promote Blue Pig Promotions with their scooters. She explained that Blue Pig is in charge of maintaining the scooters and the DDA is primarily giving them access to the Office to recharge the scooters as needed.

Amber reported that the DDA office sign has been completed and is ready to be hung. We are waiting for the workers to finish the stucco on the Mendocino building so that they can replace the office stucco.

Amber provided an update that the banners for the Signs for Seniors project are in production, and while there has not set day of when they will be finished, she will keep the Board updated.

Amber explained that the History overhead banners were taken to Jason Sanchez. The banners will be placed at the Plaza. Amber added that they are going to wait to put up the banners due to banners at the plaza being hung up for ten days for Brew fest.

Amber thanked Haylee for doing a great job with #WyoWednesday campaign as there was a lot of interaction. She explained that with it being Historic Preservation month they wanted to make the #WyoWednesday in conjunction with Cheyenne's history and partnered with the Alliance for Historic Wyoming to do so.

Amber reported that the DDA was awarded the \$2,500 grant from WMS for the placemaking application that was submitted at the end of April. She also explained that there is a sponsor willing to help with \$2,000. Visit Cheyenne will also be helping to sponsor us and assist with \$3,000.

Amber gave an update that planning for this year's Summertime on the Streets event was underway. The event is scheduled for Saturday, June 12th and Amber T. and Haylee are working with the Small Businesses, The Heart of Cheyenne group for them to get letters to small businesses downtown in an effort to generate awareness and get the small businesses to participate. The owner of Blossom Yoga will be kicking off the day with Yoga on the Plaza. As part of the day, Amber is exploring the possibility of a few potential locations for a live mural painting.

Amber reported that the DDA submitted the application for the Technical Assistance Grant monies to install wayfinding banners in Downtown. We will know by June 1st whether the project will be funded or not.

It was reported that the May Day Pedal Push event was a success with over 65 people on bikes, there were 22 volunteers. Amber thanked Sara for recruiting staff members to help for that day.

The bikes for the ReRide program have all been put out. Amber explained that unfortunately there is one bike that had been damaged in an attempt to take the lock off. She explained that we are working on trying to get the bike parts to get the bike fixed.

Amber updated the board that the office is expected to have 11 planters delivered on Friday, and we continue to wait for an ETA regarding the rest of the planters.

Amber asked to add an additional item on the Agenda regarding watering of the planters, as the city was not able to start watering the plant on May 22nd. She has contacted Kirk Tudor, who the DDA had previously contracted with for last season's snow removal. Kirk provided an initial project bid for \$9,500. After talking with Jason Sanchez at the City of Cheyenne, an agreement was reached to allow for water use from BOPU which brought the project bid down to \$3,000.

Amber wanted to thank Haylee for her hard work on the Visitor's Guide. Tom Hirsig with CFD did agree on putting a link to the Visitor's Guide in the email for ticket holders for CFD. She also explained that she is working with Terry Bison to work on getting an electronic Visitor's Guide link to them as well.

Amber explained that the Retail Leakage study will most likely be put on hold for the time being.

Amber explained that the Wells Fargo account is still active although they are still trying to work on getting it closed, there are some outstanding checks that were issued and never cashed.

Amber reported that in an effort to consolidate services, IT services were transitioned to Gabriel Kaufhold with Design the World, who provides website support for the office.

It was reported that Project Phoenix 3.0 has been extended until June 30th for their decision.

Amber updated the board that ArtSpace is being put on hold for at least 9 months.

Bruce asked if there were any questions or comments regarding the staff report: there were none.

President's Report: Bruce wanted to start off by giving Haylee a huge shout out for her work on both the Visitor's Guide and the WyoWednesdays.

Bruce explained that in their meeting with the Mayor they talked about utilizing better software to track the sales revenue Downtown.

Bruce also suggested that we keep an eye out on updates with the Demolition by Neglect Ordinance.

City Report: Mark explained that the Urban Use overlay was introduced before the planning commission on Monday, May 24th. Will be introduced to the Council on Monday, May 24th. This should be complete by June 28th.

Mark explained that the Urban Renewal Authority framework will be introduced before council on Monday, May 24th. He added that this will explain what the new regulations for the City in the Urban Renewal Authority will look like.

Brownfields Revolving Loan fund committee meeting will be held on May 22nd at 10AM via zoom. This meeting will include potential future projects.

Bruce asked if there were any questions.

There were none.

Historic Preservation Report: Don explained that they are working on the Capitol North Historic District expansion and will follow up with an official public hearing on May 25th. He also

reported that the airport foundation will be turned on to celebrate Historic Preservation Month on Saturday May 29th.

MCFPWD Report: Julie explained that they are still working with the Mayor's office for their place in the administration. She also provided an update that they are also working on a project for disability access.

DDA Initiatives

CIG approval for 122 W 6th St (Ikes Bar and Grill): Astrid moved to approve the CIG application in an amount not to exceed \$5,000, which was seconded by Jeff. The motion was passed unanimously.

CIG application for 1607 Capitol Ave. (Paramount Café): Astrid moved to approve the CIG application in an amount not to exceed \$4,216, which was seconded Jonathan. The motion was passed unanimously.

CIG Application for 307 to 311 W.18th St.: Jeff moved to approve the application to remove the existing sign in an amount not to exceed \$495, which was seconded by Astrid. The motion was passed unanimously.

Approve revisions to the DDA Design Committee policies and procedures except Mayor's Award for Design Excellence: Amber explained that the Design Committee was still debating on restarting the Mayor's Award. Craig made a motion to approve the revisions to the DDA design Committee policies and procedures except Mayor's Award. The motion was then seconded by Jeff. The motion was passed unanimously.

Ratify submission of the WBC MS Project Funds grant application for the banner wayfinding project: The motion was moved by Jeff to ratify the submission of the WBC MS Project Funds grand application for the banner wayfinding project, which was seconded by Sara. The motion was passed unanimously.

Ratify submission of the WBC MS Placemaking grant application for the installment of the word "CHEYENNE" on Lincolnway: Jonathan made a motion to approve the ratification of the submission of the WBC MS Placemaking grant application to install the CHEYENNE sign on Lincolnway, which was seconded by Astrid. The motion was passed unanimously.

Ratify submission of the WBC of the Laramie County Economic Development JPB grant application for \$20,000 for the Capital Improvement Grant: the motion was moved by Jeff and seconded by Craig. The motion was passed unanimously.

Approve resolution submitted to the Governing Body authorizing the DDA to generate revenue: Amber explained that the Finance Committee chose to postpone. She explained that she was upset that the DDA didn't get fully funded. Astrid moved to approve the resolution to be submitted to the Governing both to authorize the DDA to generate revenue, which was seconded by Steve. The motion was passed unanimously.

Approve Planter Watering Contract: Astrid made a motion to approve the proposed planter watering contract with Kirk Tudor, which was seconded by Jonathan. The motion was passed unanimously.

Discussion Items:

Board Reappointments: Steve made a motion to approve Astrid's resignation effective June 30th, 2021, which was seconded by Sara. The motion passed unanimously.

Public Comment:

None

It was moved by Steve and seconded by Katie to recess into Executive Session for personnel matters at 4:00pm. Motion passed unanimously.

Executive session called to order at 4:09PM

Executive session adjourned at 4:50PM

Board Meeting reconvened into regular session at 4:51PM

Acceptance of Amber Ash Resignation: Steve moved to accept the resignation of Amber Ash as DDA Executive Director, effective June 30,2021, which was seconded by Astrid. The motion was passed unanimously.

Introduce MOU with Visit Cheyenne and Develop Transition Committee: It was moved by Steve to form a Transition Committee of board members to include Bruce, Katie, Craig and Amber to work through the proposed MOU between Visit Cheyenne and the DDA. This motion was seconded by Craig and passed unanimously.

Board Meeting was adjourned at 5:03PM