

**Downtown Cheyenne Development Authority**  
**February 2021 Board of Directors Meeting Minutes**  
**Thursday, February 18, 2021**

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

**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

**Public:** Glen Garrett, Isabella Alves, Amy Mahoney, Hannah Black

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

**Consent Agenda:** Bruce asked if anyone would like anything removed from the consent agenda. No comment was made. Craig moved to approve consent agenda which was seconded by Katie. Motion passed unanimously.

**Director's Report:** Amber discussed banking RFP progress. Wells Fargo will still need to be utilized until the new credit cards can be set up with Jonah Bank, but considerable progress has been made. The follow up email to our audit suggested installation of better checks and balances on our accounts. As such, Amber and Haylee will now approve ACH transactions.

The Events and Special Coordinator position has been closed: we received 35-40 applications and 6 were interviewed. The position was offered to a candidate who will be starting March 15<sup>th</sup>.

Graffiti removal is scheduled to begin next week with Top Gun as the company who will be completing the work. Additionally, we have received green spray paint from the City of Cheyenne to repaint the trash cans that have been tagged and residents from Core Civic will begin working on that project next week.

Snow removal plans have been finalized. Amber thanked Anthony for all of his hard work with the project. The contractor (Kirk) who we are working with for the snow removal is finalizing his paperwork and contract so we can hopefully utilize him before the next snow event. The final cost came in much lower than we were anticipating.

The Curb, Gutter and Sidewalk Ordinance is included in the board packet for review.

Pursuant to our strategic planning meeting, we have turned back the money the funds for History Under Foot from the Wyoming Cultural Trust Fund. A copy of the email exchange was included in the board packet.

The KPI measurement of 'Net Job Creation' has been added to begin tracking along with business opening/closures. Since the start of the fiscal year on July 1st, there have been 68 net job creations downtown.

There is a new project, Project CP, on the staff report. The developer is doing his due diligence - if this project moves forward it will provide 45 residential units downtown as well as retail space.

The Westby Edge project is underway and will have brewpub/restaurant space as well as rental space (4 townhomes). The City of Cheyenne is close to finishing up their work with the project so they can move forward.

The Bell Building project is making substantial headway. Roof repairs are complete and Brownfield remediation is done.

Main Street Reports are all submitted and up to date.

The Design Committee met this month and approved payment for Flydragon Design sign CIG FY19 award from DDA. Trophy Creative has also completed their sign.

It is unknown at this time if the Instant Attraction Women's Boutique is still open. We have reached out to them but haven't received a response. They have not been open for at least two weeks.

Amber is meeting next week to discuss a partnership between the DDA and Blue Pig Productions for scooters downtown. Blue Pig will supply scooters and provide all repairs while the DDA facilitates the support, i.e. (...) If this trial period does well we hope to cost share charging stations in the future.

NSF Recovery Roadmap Planning for Community & Infrastructure Study: Ted Halsey, a local architect who has started his own firm reached out. He is serving on the Advisory Council for the National Science Foundation and asked if we would be willing to pursue Cheyenne being one of the communities to apply to participate in the 3-year study. There will be a minimum of 2 communities in the US and 2 communities in Japan to be a part of it. Railroad impact and mobile component and the impact it's had on our downtown/local economy and ability to recovery. The letter must be submitted by next week.

**President's Report:** Bruce recognized Haylee's work on social media. He gave a huge thanks to Anthony and Jason for their work on snow removal. He discussed a potential placemaking project with the pocket park, noting there will be a Main Street workshop. Wyoming Main Street is working on identifying funding for placemaking projects for wintertime.

**City Report:** Mark reported that the West Edge public workshop is scheduled for Tuesday evening at 6:00pm. This is after the DDA workshop scheduled for Monday morning at 8:00am. There is an interactive component: mentee.com. If participants are attending the work session and have a mobile device that can access that website, it will help facilitate discussion. The Bell Building received a certificate of completion from WDEQ and the project is wrapping up. Westby Edge site plan is coming along. Charles reported that 6<sup>th</sup> Penny prioritization is going to begin with discussions starting next month. Various groups will be involved in the discussion. Charles's department is working on the final annual report for 2020. They hope to have that finalized within the next couple weeks.

**County Commissioner's Report:** Buck reported that the Commission is looking at various 6<sup>th</sup> penny projects for the County and starting the budget for FY22. Nationally, the National Association of County Officials is discussing the new COVID relief package. There is a large sum of money available to cities and counties if it is passed. At the Brownsfield meeting, the EPA representative from Denver was questioned about availability of funding. They approve project funding in 1 million increments. If there is a large project it's possible to work with the City and the WBC to possibly obtain more funding.

**Historic Preservation Board Report:** Don reported that they welcomed two new members to the board earlier this month. Historic Preservation Month and the Open the Doors Initiative will be discussed at their strategic planning meeting later this month. He also reported that the HPB was able to attend the Savings Places Conference, as their attendance was paid for through a grant.

**MCPD Report:** Julie thanked the DDA and others for getting the snow removal plan set up. Astrid expressed her concerns on how she would not like to see her customers towed for parking downtown overnight as part of the snow removal plan. She also expressed how she wants to hire the sidewalk sweeper mobile in addition to our snow removal plan to clear the sidewalks because the business owners are not doing it.

**DDA Sign:** Glen Garrett presented the proposed DDA sign that was approved by the Design Committee. The sign project is moving forward. Astrid moved to approve the project in an amount not to exceed \$9,466.87 which was seconded by Katie. Motion passed unanimously.

**DDA Temp Position:** The position will run from March 1<sup>st</sup> – June 30<sup>th</sup>. 3<sup>rd</sup> party companies do have substantial fees when hiring, but they cover taxes and workers compensation. It was moved by Astrid and seconded by Jonathan to move forward with hiring the temp position. During discussion, Sara warned of the contract terms. Katie posed a clarification question and why we couldn't hire directly. Amber explained that we are evaluating the costs associated with an unemployment claim compared to the fees charged by third party companies. Astrid asked if we have hired the position. Amber explained that it was the Events and

Special Projects Coordinator position that was filled. Anthony suggested that if we do it in-house, we can have the temporary position through the summer. Katie suggested running the position as an internship. Amber explained that there is a possibility for an internship to be paid for by Wyoming Workforce Services if it is run through the foundation. The DDA is not an eligible entity because it is considered a government organization. Motion passed unanimously.

**Appointment of Chris Isaacson to Design Committee:** It was moved by Astrid and seconded by Steve to appoint Chris to the DDA Design Committee. Motion passed unanimously.

**FY21-22 Budget:** Amber ran through the proposed budget for FY22 to be submitted to City Council. Budget requests must be submitted to the City by March 5<sup>th</sup>. \$250,000 is the number that we are anticipating will be funded. Income and expense line items were explained to the board and each line item was identified with what section of the strategic plan/MS Community Transformation Strategy it addresses. The board must submit their comments and concerns to Amber no later than next Friday, February 25<sup>th</sup> so she can apply the feedback to the final budget proposal to be submitted to the City of Cheyenne. Steve commented that he appreciated Amber's methodical approach to the budget. Astrid commented that she would like to showcase how we pulled the DDA sign cost down to highlight our fiscally responsible actions. No action is required to be taken at this time.

**Curb, Sidewalk and Gutter Ordinance:** Amber commented that this new ordinance is a collaboration with the DDA, the Public Works Department, the City Attorney's Office and Councilman Laybourn's previous resolution that has been discussed since last summer. During the Finance Committee meeting earlier this week, the committee did adopt an amendment to clarify what the City is fiscally responsible for. This ordinance will go before City Council for second reading next week. It was moved by Craig and seconded by Jonathan to support the ordinance changes as presented. Jonathan posed the question of how they will identify what changes will be made. Amber commented that the City will be identifying the problems with curb and gutter for the first year. As a part of doing curb and gutter, the City will also participate in the cost of traffic control and mobilization. Katie commented that she is glad that we are taking steps to help improve the current situation, even if it does pose minor difficulty to some business owners. Motion passed unanimously.

**Public Comment:** none.

**Adjourn to Executive Session:** Astrid and seconded by Anthony to recess in to Executive Session. Motion passed unanimously. Meeting was adjourned to executive session by Bruce Heimbeck at 4:47 pm.

The DDA Board reconvened at 5:23 pm to take action on the items discussed in executive session.

**Pay Raises:** Jonathan moved and Anthony seconded the motion to approve salary increases by 5% for Amber and Haylee. It was approved unanimously.

The meeting was adjourned at 5:24 pm.