

# Cheyenne Downtown Development Authority

## June DDA Board Meeting Minutes

June 17<sup>th</sup>, 2021

### 1. Call to order

The June DDA Board Meeting was called to order by Bruce Heimbuck at 3:00pm.

### 2. Roll Call

Bruce conducted a roll call. The following were present:

- I. **Board Members:** Bruce Heimbuck, President; Astrid, Vice President; Steve Borin, Treasurer; Katie Brady, Member; Anthony Ortiz, Member; Breck Collier, Member; Sara Weber, Member; Councilman Jeff White, City Council Representative
- II. **Staff:** Haylee Chenchar, Amber Ash, Amber Trevizo, Gabriella Perez
- III. **Public:** Mark Christensen, City of Cheyenne; Buck Holmes, Laramie County Commissioner; Julie Tucker, MCPD; Amy Mahoney, DAPCPA; Dave Lerner, Cheyenne Post; Dominic Bravo, Visit Cheyenne; Councilman Pete Laybourn, City of Cheyenne; Glen Garrett

### 3. Consent Agenda

- I. **Approval of May 20, 2021 Board Meeting Minutes**
- II. **Approval of Treasurer's Report**

Consent Agenda was moved by Astrid to approve and seconded by Katie Brady. The motion passed unanimously.

### 4. Standing Committee & Supporting Organization Reports

- I. **DDA Staff Report:** Haylee Chenchar provided the DDA Staff Report, outlining the following items:
  - **Community Clean Up & Planting Day** - This event took place on Saturday, May 22<sup>nd</sup> and had an estimated 30 volunteers who, along with DDA staff, were able to complete all downtown cleaning and planting efforts in roughly 3 hours total.
  - **Downtown Planters** – The first set of new planters have been set and planted along Lincolnway. The second set arrived on June 9<sup>th</sup> and will be set on Monday 6/14, they will be filled with dirt on Tuesday, June 15<sup>th</sup> and planted on Wednesday, June 16<sup>th</sup>. The last set of planters is currently scheduled to arrive June 22<sup>nd</sup> but may be delayed due to limited supply from their manufacturer.
  - **DDA Sign** – The DDA sign fabrication is complete. The DDA office is waiting for stucco material to be added to the front of the building within the next two weeks.

- **Signs for Seniors** – The banners for the 2021 Graduating Seniors are being placed hung downtown as they are received from Trophy Creative.
- **#WyoWednesday** – The June campaign highlighted 6 businesses and reached over 14,309 people in total.
- **Placemaking Project** – The CHEYENNE sign has been fabricated and the vinyl wrapping is expected to be executed by the end of this week, pending approval of the final proof. From there the sign is slated to be installed by June 30th at the latest. Due to incredibly generous sponsors, the total sponsorship for the project exceeded what was needed for the CHEYENNE sign, which makes it possible to explore future project phases. The placemaking committee will be meeting to discuss future placemaking project phases and overall timeline to include landscaping improvements and a kinetic art addition to the space.
- **Summertime on the Streets** - This year's event was held on Saturday, June 12th. The day began with a free yoga session on the plaza led by Blossom Yoga with over 40 participants. From there the public was invited to visit downtown to enjoy live music, various sales and promotions, a chalk art contest and more. The event was well attended despite a few different events happening at the same time. General business feedback ranged from businesses having the best sales day they've ever experienced to the sales being similar to a normal Saturday. Consumer feedback illustrated that the reason for public interest was not due to sales and promotions but because of entertainment and activities. The feature of the day that was most commented on across the board was the Live Mural Painting.
- **Murals/WY Art Council Grant** – After getting approval from the Wyoming Arts Council to spend the remaining grant funds that were received last year, the DDA contracted with John and Lindsey Lamb from Like Minded Production, as well as artist Jeremy Nichols to commission a mural painting for downtown. Sidles also agreed to allow the artists to use the north wall of the property on 17th and Pioneer. The artist group was able to work on the mural throughout the week leading up to Summertime on the Streets and finished the mural by end of day on Saturday. The completion of the mural was incredibly well received and generated excellent feedback from the entire Cheyenne community.

- **MS Project Funds for TA Application** – The DDA submitted the grant application to the Wyoming Business Council to convert the existing banners to a wayfinding project and the office was notified Monday, June 14th that the application was approved. WBC/MS staff is expecting the final project to be ready to sign by the first part of July as they work through the Attorney General’s contracting process.
- **ReRide** – The parts for the vandalized bike have come in and will be sent to Rock on Wheels to repair.
- **History Over Head Banners** – The History Over Head banners for the Plaza have been given to Jason Sanchez at the City of Cheyenne. Jason plans to hang them around the Depot Plaza after this weekend’s Brewfest - the event that the current Depot banners are promoting.
- **Visitor’s Guide to Downtown** – 2500 copies of the Visitor’s Guide have been received and are being distributed to downtown businesses, Visitor’s Centers throughout Laramie County, and to various hotels throughout Cheyenne.
- **Retail Leakage Study** – While preliminary research has found this as a viable project, next steps have been put on hold until it can be determined as to whether it would be feasible for the WBC to help fund the project (especially as they recently helped fund a similar project for Laramie). As this is a community-wide initiative that doesn’t solely focus on downtown, it would be prudent to explore executing the project with the Chamber.
- **Department of Audit Proposed Budget** – The proposed budget was submitted to the Department of Audit The form is a compromise to address every special district including hospitals, conservation, DDAs, fire districts, etc. so everything had to be broken out and recategorized. Amber Ash emailed it to Mike Ruckman at the Department of Audit for review before final submission. He stated that “what you [DDA] have reported will work for us.”
- **DDA Budget** – The City of Cheyenne approved their budget on third and final reading on June 14, 2021. In addition, the DDA Budget Resolution was passed on consent agenda.
- **URA Ordinance & Blight Resolution** - The URA Ordinance was introduced by the City’s Planning & Development Department at the May 24th City Council Meeting. The purpose of this ordinance is to create an Urban Renewal Authority that allows for the

redevelopment of projects anywhere within the City of Cheyenne. The Blight Resolution will be introduced at the June 14th City Council Meeting and addresses locations throughout the City of Cheyenne that have been identified as “blight” areas through a blight study produced by the City’s Planning & Development Department. Two areas identified by this study are within the DDA district boundaries - the Reed Avenue Rail Corridor area and the Hynds/Hole area.

- **Laramie County Economic Development JPB** – After the grant application for FY22 funding was submitted in the amount of \$20,000 for the DDA’s CIG program, we requested an extension of our 2020/21 grant to be able to draw the remaining funds for the work that has yet to be completed that was contracted for that fiscal year. The LCEDJPB President, Kim Withers, has agreed to put this extension request on the agenda for the board to vote on this month and will get back to us with the final decision. However, there is a possibility the extension request will not be approved because it wasn’t submitted 45 days in advance of the meeting. Although 100% of the funds have been obligated for the Fiscal Year, the grantees haven’t completed the work, thereby keeping the DDA from being able to invoice the LCEDJPB for reimbursement.
- **Wells Fargo Account Close-Out** – Amy Mahoney was able to successfully narrow down the last of the outstanding payments from this account. The old checks have been voided and new checks have been cut from the Jonah Bank account to allow the DDA office to wrap up closing this account by the end of the month (June 2021). The credit card has been closed and paid in full and the paperwork has been submitted to remove Amber Ash from the account.
- **Access** – Gabriella has almost completed the Access class through LCCC. The purpose of this class is to provide the tools needed to develop a functional database in Access to better track the businesses in the DDA district boundaries as well as to make annual reports easier to generate and improve overall data tracking. Amber T. has started working on Access databases for businesses and properties in the district as well as an invoice/payment/deposits received tracking system to streamline the monthly reporting process.

- **Website** – Amber T. continues to add businesses to the business directory as forms are received. She is also adding events and job postings to the website on a weekly basis.
- **Project Phoenix 3.0** – This property went under contract in February of 2021. Amber and Betsey have met with the potential developers along with the seller and his agent. We are looking at a potential Brownfield Assessment on the property. The buyer has exercised the extension on due diligence through the end of June. It is tentatively proposed to be residential housing with commercial on the main level. Cheyenne LEADS continues to be in communication with the buyers as the extension of the due diligence period ends at the end of July 2021.
- **Artspace** – A revised pro forma has been completed and 100% of financing has been identified less the land acquisition. This project is on hold pending the outcome of the TIF and the 6<sup>th</sup> Penny Ballot Proposition. The TIF is anticipated to take 9 months to implement.
- **Reed Rail Corridor Project** – The Reed Avenue Rail Corridor Steering Committee met on December 4, 2020, to discuss Urban Use Overlay Zoning District Regulations; specifically, parking requirements, setbacks, pedestrian zones, bicycle parking, and industrial uses. A work session was executed for the Planning Commission and City Council earlier this year. These regulations have been introduced and are up for second reading at the June 14<sup>th</sup> Council Meeting. If all goes according to plan this should be adopted by Council by June 28<sup>th</sup>, though additional work will be needed to map what properties the regulations apply to.
- **Bell Building** – Haylee and Amber attended the February Brownfield meeting via Zoom. All remediation has been completed and roof repairs are complete. The building has been listed for sale in the amount of \$975,000.
- **Westby Edge** – Haylee and Amber toured the project site in February. They've gotten all of the City permitting approved and have made substantial progress with renovations. They anticipate having a bar/restaurant along with office space. In addition, they'll be building several upscale townhome apartments for rent.
- **REV Development Hotel Development** – This project will need PACE and TIF to move forward.
- **Project Phoenix** – On hold pending outcome of Phoenix 3.0.
- **Project Chupacabra** – This is a local, organic project that has enormous potential. One of the partners on this project is

anticipated to open in the building in June, though it has not been announced at the time the board packet was sent out. This mixed-use proposal will have industrial, retail, and residential components.

- **Wyoming Main Street:** Haylee attended the Wyoming Main Street Conference in Saratoga June 2-4 to connect with the other Directors and learn more about Main Street's Community Transformation Strategies. The Cheyenne DDA has also been recognized as a 2021 Main Street Accredited Program. Haylee is working with the Wyoming Main Street staff on a presentation with the Mayor and City Council later for this recognition. The May Main Street Report was submitted on May 28, 2021.
- **FIP/CIG Programs** - The work on the Mendocino Building has been completed and the FY19 Award has been paid in full to Adeli LLC in the amount of \$46,610.85. The work on the OTEL Building has also been completed and the final invoices for the FY20 FIP Award have been paid in full to Glen Garrett - the first invoice totaling \$79,999.14 and the second invoice totaling \$7,500 for the 2nd half of the architectural design services.

## **II. President's Report**

Bruce thanked Amber for her work as the Executive Director.

## **III. City of Cheyenne Report**

Mark Christiansen provided the City Report, outlining the following items:

- **Urban Use Overlay** – Once the regulations have been approved this project will be applied to the West Edge district to change zoning regulations
- **Urban Renewal Authority Ordinance** – The ordinance will be voted on at the next City Council meeting. Once the blight resolution and URA ordinance are both approved, 5 Commissioners will be appointed by the Mayor to the Urban Renewal Authority Board.

## **IV. Laramie County Commissioner's Report**

Commissioner Holmes provided the Laramie County Commissioner's Report, outlining the following items:

- **Laramie County FY22 Budget:** The budget for the 2021-2022 fiscal year has been finalized and a public hearing has been scheduled to take place before the end of the month. The commissioners are planning on a balanced budget. Commissioner Malm has also been working with the Forward Greater Cheyenne

group on promotional materials for public education regarding the upcoming 6<sup>th</sup> Penny Election.

- V. **Historic Preservation Report:** Mark Christiansen provided the Historic Preservation Report on behalf of Sam Crowley, outlining the following items:
- **Demolition by Neglect Ordinance** – This ordinance has been put on hold to revisit how they want it to look and will be reintroduced to council in the Fall of 2021.
  - **Capitol North Expansion** –After correcting a few administrative details, this initiative has been passed and will go before the City Council.
  - **Airport Fountain** – Due to the age of the fountain’s pump, the fountain is running on a limited basis. The fountain should also be getting new terracotta tiles installed sometime in the future.
- VI. **Mayor’s Council for People with Disabilities Report:** There were not any items to be presented for the Mayor’s Council for People with Disabilities Report.

## 5. DDA Initiatives

- I. **Approve CIG Application for 611 W. 18th Street:** It was moved by Katie Brady to approve the CIG Application for 611 W. 18th Street and seconded by Astrid. Motion passed unanimously.
- II. **Accept Design Committee Recommendation to Reinstate Mayor’s Award for Excellence in Downtown Design as a Design Committee Project:** It was moved by Katie to accept the recommendation from the Design Committee to Reinstate the Mayor’s Award for Excellence in Downtown Design as a Project of the Design Committee and seconded by Anthony. Motion passed unanimously.
- III. **Approve MOU Partnership Agreement Between Visit Cheyenne and Cheyenne Downtown Development Authority:** It was moved by Katie to Approve the MOU Partnership Agreement Between Visit Cheyenne and the Cheyenne Downtown Development Authority and seconded by Councilman White. Discussion was held and the following comments were made:
- Jeff White commended the MOU sub-committee for their time and effort to develop the MOU and expressed his support and confidence in the MOU.
  - Domenic Bravo explained the goals of the MOU and expressed his understanding of the concerns that have been expressed.
  - Steve Borin expressed his support for the MOU agreement.

- Commissioner Holmes expressed his support for the MOU agreement.
- Bruce Heimback expressed his concerns for the of how the Boards are going to be combined, which is outlined in the MOU agreement.
- Anthony Ortiz expressed his concerns with the momentum being so fast in having to make an abrupt decision. He explained not feeling too comfortable in making a decision of everything that is outlined in the MOU agreement.

Motion passed unanimously.

**IV. Approve Proposed FY22 DDA Budget:** It was moved by Astrid to approve the Proposed FY22 DDA Budget as presented and seconded by Steve. Motion passed unanimously.

**6. Recognition of Outgoing Board Members**

Bruce Heimback recognized Steve Borin, Astrid, Sara Weber, Jonathan Savelle and Breck Collier as outgoing DDA Board Members and thanked them for their dedication and service to the Board.

**7. Public Comment**

The following public comments were made:

- Dominic expressed thanks to all Board Members ending their term, and explained that they have made a huge difference Downtown.
- Steve Borin commented and appreciated all of the work he was able to assist in during his term.

**8. Executive Session**

It was moved by Katie Brady to adjourn into Executive Session to discuss personnel matters and seconded by Anthony Ortiz. Motion passed unanimously.

Executive Session was called to order by Bruce Heimback at 4:27pm.

Executive Session was adjourned by Bruce Heimback at 5:15pm.

The DDA Board Meeting reconvened into regular session at 5:16pm.

**9. Meeting Adjournment**

Bruce Heimback adjourned the DDA Board Meeting at 5:18pm.