

**Tourism Promotion Joint Powers/DDA Board**  
**August Board Meeting Minutes**  
**August 19, 2021**

**Board Members:** Wendy Volk, Chairman; Andrea Allen, Vice Chairman; Chad Brown; Brittney Lewis-Webber; Judy Johnstone; Stephanie Reese; Tony O'Brien; Anthony Ortiz; Craig Kerrigan; Katherine Brady; Bruce Heimback; Pete Laybourn

**Ex-Officio:** Linda Heath;

**Staff:** Domenic Bravo; Jim Walter; Haylee Chenchar; Amber Trevizo; Gabriella Perez

**I. Call to order**

The August meeting was called to order by Chairman Volk at 11:32am Wednesday, August 19, 2021.

❖ **Consent Agenda**

➤ **Approval of June Minutes (DDA/VC)**

- Minutes from the June DDA/VC Meeting were moved to be approved as read by O'Brien and seconded by Johnstone. The motion passed unanimously.

➤ **Approval of July Public Hearing Minutes**

- Minutes from the July Public Hearing Meeting were moved to be approved as read by Johnstone and seconded by O'Brien. The motion passed unanimously.

➤ **Approval of Vouchers**

- Bravo explained the new ways of how the financials were being coded due to the merger. He explained the financials for both Visit Cheyenne and the DDA. He went on to explain financials for Trolley Services. He asked the Board for questions. There were none. Johnstone moved to approve the Vouchers Report as presented and it was seconded by Ortiz. The motion passed unanimously.

➤ **Approval of Visit Cheyenne/DDA Financials**

- Bravo informed the Board of the new format of reporting to better understand the financials. He explained each profit and loss for both the DDA and Visit Cheyenne. Bravo asked the Board if there were any questions on this item. There were none. Johnstone moved to approve the Financials, which was seconded by Ortiz. The motion passed unanimously.

➤ **Visit Cheyenne & Industry Performance Figures**

- Bravo explained the rough month for numbers, although numbers were still being met. He explained that Downtown business owners were making record breaking numbers during Cheyenne Frontier Days.

**II. New Business**

➤ **Election of FY 2021 Officers**

- Bravo explained that Chad Brown was elected as the FY2021 Secretary/Treasurer. The motion to approve Chad Brown's appointment was moved by Johnstone and seconded by O'Brien. The motion was passed unanimously.

➤ **Confirmation of Auditor FY2021**

- Bravo explained that FY20 is being audited separately for DDA and VC. The FY21 will be audited under VC. He stated that the accounting will be switched from a cash to accrual basis.

### **III. Reports**

#### **➤ CEO Report**

- Bravo gave his CEO report highlighting upcoming events. He also thanked Andrea Allen, Anthony Ortiz, and Bruce Heimback for joining the committee for the “Hole.” Bravo added that money raised from the Divots and Drivers Golf Tournament would be going directly to improving the “Hole” with LEADS and is hoping to get the process started by the Spring of 2022. Bravo updated the Board on the updates that have been made to the Façade Improvement Program (FIP).
- Ortiz questioned where the funds were coming from for the FIP. Chenchar explained that the partnership could potentially open doors for additional grants. Bravo explained that there was a set budget for that line item.
- Brady asked the likeliness of the “Hole” being started by the Spring. Bravo explained the plan for the process after the Golf Tournament.

### **IV. Public Comment**

- Councilman Laybourn commented on the excitement he has for the upcoming improvements. He added that the 6<sup>th</sup> Penny will be voted on soon.
- Chairman Volk explained the importance of voting and encourages anyone to vote on the 6<sup>th</sup> Penny. She added that early voting will start on September 17<sup>th</sup>.

### **V. Adjournment**

- O’Brien moved the motion to adjourn meeting which was seconded by Brown. The meeting was adjourned at 12:23pm.