

Tourism Promotion Joint Powers Board/DDA Board

February Board Meeting Minutes

February 9th, 2022

11:30am

Depot Building, 3rd Floor

Board Members: Wendy Volk, Chairman; Andrea Allen, Vice Chairman; Chad Brown, Treasurer; Judy Johnstone; Stephanie Reece; Tyler McLachlan; Katherine Brady; Bruce Heimbeck; Chad Brown; Tony O'Brien; Anthony Ortiz; Brittney Lewis-Weber; Craig Kerrigan

Ex-Officio: Linda Heath, Laramie County Commissioner

Staff: Domenic Bravo, Haylee Chenchar, Amber Trevizo, Jenna McCormick, Jim Walter

I. Call to Order

The meeting was called to order by Chairman Volk at 11:30am on Wednesday, February 9th, 2022.

II. Approval of December Minutes

It was moved by Tony O'Brien and seconded by Andrea Allen to approve the Board of Directors December meeting minutes. Motion passed unanimously.

III. Approval of Vouchers

Domenic Bravo explained the Voucher Report to the Board. It was moved by Judy Johnstone and seconded by Stephanie Reece to approve the Voucher Report as presented. Motion passed unanimously.

IV. Approval of Financials

Domenic Bravo explained the financials for Visit Cheyenne and the DDA as well as the balance sheet corrections. It was moved by Judy Johnstone and seconded by Chad Brown to approve the Financials as presented. Motion passed unanimously.

V. Visit Cheyenne and Industry Performance Figures

Domenic Bravo gave a brief report on the Industry and Performance Figures for Visit Cheyenne.

VI. New Business

Approval of Budget Amendment: Domenic explained the items associated with the proposed Budget Amendment for Visit Cheyenne and noted that the items are only for Visit Cheyenne and not for the DDA. It was moved by Judy Johnstone to approve the Budget Amendment as presented and seconded by Tony O'Brien. Motion passed unanimously.

GBSD Presentation: Matt Dillow introduced himself to the Board and gave a brief presentation on the proposed missile alert facilities and how the project will impact Cheyenne and Laramie County.

Approval of Facade Improvement Project Application: Domenic presented the FIP Application for the Downtowner/Central Plaza to the board to be approved in the amount not to exceed \$56,500. It was moved by Chad Brown and seconded by Craig Kerrigan to approve the FIP Application as presented. Motion passed unanimously.

National Main Street Program: Domenic gave the Board an update on the Main Street Program. The DDA's program accreditation is good through the current year, but there needs to be an overall discussion about the value and continuation of the program moving forward.

VII. CEO Report

Domenic gave a brief report on information related to 6th Penny Projects, the Downtown Cheyenne Merchant Association, the National Main Street Program Assessment, the Hynds/Hole project, the West Edge Tactical Urbanism Initiative, Wayfinding and Banner projects, and additional events and placemaking projects. Anthony Ortiz asked for clarification regarding the location of the funds that were raised from the 2021 Golf Tournament. Domenic Bravo explained that while the funds are technically in the operational bank account for the DDA due to the event payment platform being directly connected to the DDA's operational account, they have been earmarked for their original purpose and will not be spent on any other DDA project or initiative. Domenic Bravo also discussed the upcoming vote on the 2% lodging tax in November of 2022 and the importance of advocating for the tax.

VIII. Adjournment

The meeting was adjourned by Chairman Volk at 12:30pm.